

**WILLINGNESS-TO-PAY VALUE OF CULTURAL HERITAGE
AND ITS MANAGEMENT FOR SUSTAINABLE
CONSERVATION OF GEORGE TOWN,
WORLD HERITAGE SITE**

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ABSTRACT

This research explores the issue of the local management system governing the heritage conservation in Malaysia which has not clearly defined the value of the cultural heritage in order to justify any benefits of preserving the cultural heritage as a tourism product for the sustainable heritage site conservation. There are conflicts between stakeholders relating to the benefits of the UNESCO World Heritage Site (WHS) designation. Stakeholders such as the local community are often neglected or ignored and have derived very few benefits from tourism development of WHS in Malaysia. Thus, there is a dire need to evaluate the value of a cultural heritage in formulating heritage development plans making it physically, economically and socially acceptable as well as equally beneficial amongst the local stakeholders in order to preserve their cultural heritage sites, thus contributing towards the overall sustainable development of the WHS in Malaysia. The research adopts various approaches of study and triangulates the findings. The case study, Contingent Valuation questionnaire survey and interviews are the main strategies used for data collection. The single case study approach was carried out in search of empirical data on one of the historic cities in Malaysia i.e. George Town, Penang which has been recently inscribed as a UNESCO WHS. Three separate sets of questionnaires were designed and administered among the three key stakeholders in the field: local community, tourists and management personnel in the tourism and heritage site management. The Contingent Valuation is a direct Stated Preferences technique where respondents were asked their willingness-to-pay (WTP) value for the benefits received. The WTP value is one of the best techniques for estimating the total economic value of the cultural heritage resources that were not traded in the market. The public preferences, as measured by their WTP for the cultural heritage

conservation, should be given due consideration in the decision-making process in order to promote the sustainability of a heritage site. This research has found that the George Town households were willing to pay RM57.46 per year and the tourist respondents were willing to pay RM42.54 per visit in the form of the conservation zone entry ticket or heritage building admission fee as a contribution for the George Town Heritage Conservation Fund. Both categories of respondents have shown their strong support for the George Town WHS conservation with the WTP value of the George Town WHS conservation. The managers also have shown their positive support for the proposed management of the WTP value of the cultural heritage for the sustainable George Town WHS conservation. Finally, this research has established a framework for the management of the WTP value of the cultural heritage for the sustainable George Town WHS conservation in Malaysia.

ABSTRAK

Kajian ini membincangkan isu berkaitan dengan sistem pengurusan pemeliharaan warisan di Malaysia yang tidak menafsirkan secara jelas nilai warisan budaya di dalam menjustifikasikan faedahnya di dalam memelihara warisan budaya sebagai produk pelancongan untuk pemeliharaan tapak warisan secara mapan. Terdapat pertikaian antara orang-orang yang berkepentingan berkaitan dengan faedah dari penyenaraian Tapak Warisan Dunia (TWD) UNESCO. Orang-orang yang berkepentingan seperti penduduk setempat sering kali diabaikan atau tersisih dan mendapat sangat sedikit keuntungan dari pembangunan pelancongan hasil dari TWD di Malaysia. Oleh sebab itu, penafsiran nilai warisan budaya dalam merumus pelan pembangunan warisan sangatlah diperlukan supaya ianya boleh diterima secara fizikal, ekonomi dan sosial serta sama-sama mendapat manfaat kepada penduduk setempat untuk memelihara tapak warisan budaya mereka sekaligus menyumbang kepada pembangunan TWD yang mapan di Malaysia. Kajian ini menggunakan kombinasi kaedah penyelidikan kuantitatif dan kualitatif yang terdiri daripada kajian kes, soalselidik lapangan berasaskan teknik *Contigent Valuation* dan seterusnya mengadaptasikan kaedah temuduga sebagai strategi utama untuk mengumpul data. Kaedah kajian kes tunggal digunakan untuk mendapatkan data empirikal daripada salah satu daripada bandar bersejarah di Malaysia iaitu George Town, Pulau Pinang yang telah disenaraikan sebagai TWD UNESCO. Tiga set borang soalselidik yang berlainan telah direka dan diedarkan kepada tiga kategori orang-orang yang berkepentingan utama di dalam bidang kajian iaitu penduduk setempat, pelancong dan pihak pengurusan dalam pelancongan dan tapak warisan. *Contigent Valuation* adalah teknik *Stated Preferences* dimana responden akan ditanya nilai kesanggupan mereka untuk membayar bagi faedah yang diterima.

Nilai kesanggupan membayar ini adalah satu kaedah terbaik digunakan untuk menganggarkan jumlah nilai ekonomi sumber warisan budaya yang tidak diniagakan di pasaran. Keutamaan awam yang diukur melalui kesanggupan mereka untuk membayar bagi pemeliharaan warisan budaya patut diberi pertimbangan dalam proses membuat keputusan bagi meningkatkan kemapanan tapak warisan. Hasil kajian ini telah mendapati sesebuah keluarga di George Town mempunyai kesanggupan membayar sebanyak RM57.46 setahun, manakala pelancong di George Town sanggup membayar sebanyak RM42.54 bagi setiap lawatan dalam bentuk bayaran masuk ke zon pemeliharaan atau bayaran masuk ke bangunan warisan sebagai sumbangan kepada Tabung Pemeliharaan Warisan George Town. Kedua-dua kategori responden menunjukkan sokongan yang kuat dalam pemeliharaan TWD George Town melalui nilai kesanggupan mereka untuk membayar itu. Pihak pengurusan juga menunjukkan sokongan yang positif terhadap cadangan pengurusan nilai kesanggupan membayar untuk pemeliharaan TWD George Town yang lebih mapan. Akhir sekali, kajian ini telah membentuk satu kerangka pengurusan untuk nilai kesanggupan membayar warisan budaya bagi pemeliharaan TWD George Town yang lebih mapan di Malaysia.

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TABLE OF CONTENTS

ORIGINAL LITERARY WORK DECLARATION	ii
ABSTRACT	iii
ABSTRAK	v
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	viii
LIST OF FIGURES	xiv
LIST OF TABLES	xvi
LIST OF ABBREVIATIONS AND ACRONYMS	xix
LIST OF APPENDICES	xxi

CHAPTER ONE: INTRODUCTION

1.1	INTRODUCTION	1
1.2	RESEARCH BACKGROUND	3
1.3	PROBLEM STATEMENT	8
1.4	RESEARCH GOAL AND OBJECTIVES	10
1.5	SIGNIFICANCE OF THE RESEARCH STUDY	11
1.6	RESEARCH METHODOLOGY	13
1.6.1	Part 1: Review of Literature and Overview of the World Heritage Site Practices in Many Countries	13
1.6.2	Part 2: Case Study and the Questionnaire Survey Method	15
1.6.3	Part 3: Qualitative Method	16
1.7	SCOPE OF THE RESEARCH STUDY	16
1.8	STRUCTURE OF THE THESIS REPORT	17
1.8.1	Review of Secondary Sources (Chapters One, Two and Three)	17
1.8.2	Research Methodology (Chapter Four)	18
1.8.3	Case Study (Chapter Five)	18
1.8.4	Empirical Analysis and Findings (Chapters Six, Seven and Eight)	19

CHAPTER TWO: LITERATURE REVIEW

2.1	INTRODUCTION	20
2.2	CULTURAL HERITAGE SITE CONSERVATION	21
2.3	THE WORLD HERITAGE LISTING	22
2.3.1	The Benefits of the UNESCO World Heritage Site Listing	24
2.3.1.1	Environmental Benefits	24
2.3.1.2	Economic Benefits	25
2.3.1.3	Social Benefits	28
2.4	VALUES OF CULTURAL HERITAGE	31
2.5	CATEGORIES OF THE HERITAGE VALUE	34
2.5.1	Social-cultural Values	36
2.5.1.1	Historic Value	36
2.5.1.2	Cultural Value	37
2.5.1.3	Aesthetic Value	37

2.5.1.4	Social Value	38
2.5.2	Economic Values	38
2.5.2.1	Use Value (Market Value)	41
2.5.2.2	Non-use Value (Non-market Value)	41
2.6	VALUATION METHODS IN VALUING CULTURAL HERITAGE	43
2.6.1	Contingent Valuation Method	45
2.6.2	Choice Experiments Method	45
2.7	THE IMPORTANCE OF ECONOMIC VALUATION FOR THE CULTURAL HERITAGE CONSERVATION	47
2.7.1	Management of Cultural Heritage Site	48
2.7.2	Financing the Cultural Heritage	49
2.7.3	Resource Allocation	50
2.8	WORLDWIDE PRACTICES ON VALUING THE NON-USE VALUE OF CULTURAL HERITAGE	51
2.9	CULTURAL TOURISM IN THEORY AND PRACTICE	54
2.9.1	Defining Cultural Tourism	54
2.9.2	Impacts of Tourism Development in Heritage Site	56
2.9.2.1	Economic Impacts	56
2.9.2.2	Social-cultural Impacts	59
2.9.2.3	Environmental Impacts	60
2.9.3	Managing Cultural Heritage Resources as Tourism Products for the World Heritage Site Conservation	63
2.10	SUSTAINABLE DEVELOPMENT	66
2.10.1	Factors Enhancing Sustainability of Heritage Site	70
2.10.1.1	Attitude, Cultural Knowledge and Awareness	70
2.10.1.2	Conservation and Management	71
2.10.1.3	Heritage Interpretation and Visitor Management	73
2.10.1.4	Funding and Incentives	73
2.10.1.5	Community Involvement and Partnerships	75
2.11	THE IMPORTANCE OF STAKEHOLDER INVOLVEMENT IN PLANNING AND MANAGEMENT OF WORLD HERITAGE SITE	76
2.12	SUMMARY	78
 CHAPTER THREE: HERITAGE SITE CONSERVATION: CONTEXTUAL REVIEW OF MALAYSIA		
3.1	INTRODUCTION	81
3.2	THE IMPORTANCE OF THE HERITAGE SITE CONSERVATION	81
3.3	PLANNING AND MANAGEMENT OF THE HERITAGE SITES IN MALAYSIA	83
3.4	SUSTAINABLE PRINCIPLES IN MANAGING HERITAGE SITES IN MALAYSIA	90
3.5	INCENTIVES AND FUNDING FOR HERITAGE SITE	95

	CONSERVATION IN MALAYSIA	
3.6	CULTURAL HERITAGE AS TOURISM RESOURCE	100
3.7	THE IMPORTANCE OF THE LOCAL INVOLVEMENT IN PROMOTING CULTURAL TOURISM FOR HERITAGE SITE SUSTAINABILITY	103
3.8	THE IMPORTANCE OF THE NON-USE VALUE OF THE CULTURAL HERITAGE FOR HERITAGE SITE SUSTAINABILITY	108
3.9	ECONOMIC VALUATION ANALYSIS IN MALAYSIA	110
3.10	SUMMARY	111
	CHAPTER FOUR: RESEARCH METHODOLOGY	
4.1	INTRODUCTION	114
4.2	FORMULATION OF THE RESEARCH FRAMEWORK	114
4.2.1	Cultural Heritage Value Assessment: Research Frameworks in Achieving Sustainable Management of Heritage Site	116
4.2.2	Theoretical Framework for the Management of the WTP Value of the Cultural Heritage for the Sustainable WHS Conservation in Malaysia	123
4.3	RESEARCH DESIGN AND METHOD	128
4.3.1	Research Problems	128
4.4	METHODOLOGICAL CONSIDERATIONS	136
4.4.1	Research Approach	137
4.4.2	Data Collection Methods	139
4.4.2.1	Secondary Data Collection	140
4.4.2.2	Primary Data Collection	140
4.4.3	Sampling Strategy	160
4.4.3.1	Local Community/Residents	162
4.4.3.2	Tourists/Visitors	163
4.4.3.3	Management Bodies	164
4.4.4	Survey Questionnaire Implementation	166
4.4.4.1	Pre-pilot	166
4.4.4.2	Pilot Survey	167
4.4.4.3	Main Survey	169
4.5	ANALYSIS OF THE RESULTS	170
4.5.1	Data Screening	170
4.5.1.1	Normality Test	170
4.5.1.2	Reliability Test	171
4.5.2	Descriptive Analysis	172
4.5.2.1	Descriptive Statistics	173
4.5.2.2	Inferential Statistic	174
4.6	SUMMARY	176

CHAPTER FIVE: CASE STUDY: THE HISTORIC CITY OF GEORGE TOWN WORLD HERITAGE SITE, PENANG

5.1	INTRODUCTION	178
5.2	CASE STUDY: THE HISTORIC CITY OF GEORGE TOWN, PENANG	178
5.3	GEORGE TOWN AS A WORLD HERITAGE SITE	180
5.4	THE OUTSTANDING UNIVERSAL VALUES OF GEORGE TOWN	183
5.4.1	Outstanding Multi-cultural Trading Town in East and Southeast Asia	183
5.4.2	Outstanding Multi-cultural Living Traditions	190
5.4.3	Outstanding Multi-cultural Architectural Landscape	204
5.5	THE PLANNING AND MANAGEMENT INVOLVED IN THE GEORGE TOWN WORLD HERITAGE SITE CONSERVATION	209
5.6	THE DEVELOPMENT OF THE CULTURAL HERITAGE CONSERVATION IN GEORGE TOWN	213
5.7	THE DEVELOPMENT AND MANAGEMENT OF CULTURAL TOURISM IN PENANG	218
5.8	THE IMPORTANCE OF LOCAL INVOLVEMENT IN THE GEORGE TOWN WHS SUSTAINABILITY	224
5.9	SUMMARY	228

CHAPTER SIX: RESEARCH FINDINGS: ANALYSIS OF THE QUANTITATIVE SURVEY

6.1	INTRODUCTION	231
6.2	THE FINDINGS OF THE QUESTIONNAIRES ON THE INVOLVED STAKEHOLDERS	231
6.2.1	Profile of the Respondents	232
6.2.2	Knowledge and Attitude	237
6.2.2.1	Attitude towards the UNESCO World Heritage Site Status	237
6.2.2.2	Attitude towards the Cultural Tourism and its Benefits for the Heritage Site Conservation	241
6.2.2.3	Views on the Importance of Preserving the Non-Use Value of the Cultural Heritage	244
6.2.2.4	Views on the George Town World Heritage Site, Penang Conservation Management	245
6.2.3	Uses of the Goods	247
6.2.4	The Contingent Valuation Results	249
6.2.4.1	Establishment of the George Town Heritage Conservation Fund	249
6.2.4.2	Willingness-to-pay Value for the George Town World Heritage Site Conservation	250
6.3	INFERENTIAL ANALYSIS	257
6.3.1	Is there any Statistically Significant Relationship	257

	between the Stakeholders' Attitude towards the UNESCO World Heritage Site Status and the Willingness-to-pay Value for the George Town World Heritage Site Conservation?	
6.3.2	Is there any Statistically Significant Relationship between the Stakeholders' Perceptions about the Cultural Tourism and its Benefits for Conservation and the Willingness-to-pay Value for the George Town World Heritage Site Conservation?	258
6.3.3	Is there any Statistically Significant Relationship Between the Stakeholders' Views on the Importance of Preserving the Non-Use Value and the Willingness-to-pay Value for the George Town World Heritage Site Conservation?	259
6.3.4	Is There Any Statistically Significant Relationship between the Stakeholders' Views on the Conservation Management and the Willingness-to-pay Value for the George Town World Heritage Site Conservation?	260
6.3.5	Is there any Statistically Significant Relationship between Score_A1, Score_A2, Score_A3, and Score_A4 towards the Highest Willingness-to-pay Value?	261
6.3.6	Is there any Statistically Significant Influence of the Socio-Economic Background of the Stakeholders towards the Willingness-to-pay Value?	262
6.4	SUMMARY	264
CHAPTER SEVEN: RESEARCH FINDINGS: ANALYSIS OF THE QUALITATIVE SURVEY		
7.1	INTRODUCTION	266
7.2	ANALYSIS OF THE MANAGERS	266
7.2.1	The Respondents' Background	267
7.2.2	Part A: General Opinions	268
7.2.3	Part B: The Analysis of the George Town Heritage Conservation Fund (GTHCF)	271
7.2.3.1	Preferences on the Proposed Funding for the Management and Conservation of the George Town World Heritage Site	272
7.2.4	Part C and D: The Willingness-to-Pay Value and Its Methods of Collection	272
7.2.5	Part E: The Management of the GTHCF	275
7.3	SUMMARY	288
CHAPTER EIGHT: CONCLUSION		
8.1	INTRODUCTION	291
8.2	SUMMARY OF THE RESEARCH STUDY	292

8.3	IMPORTANT FINDINGS	293
8.3.1	The Appropriate Valuation Method of Cultural Heritage Good for Sustainable World Heritage Site Conservation	293
8.3.2	The Principal Stakeholders' Attitude and Responses on the World Heritage Site Designation as well as the Influx of Tourists to the WHS in order to Assess their WTP Value for GTWHS Conservation in Malaysia	295
8.3.3	The View of Managing Bodies towards the WTP Value and Its Benefits for the Heritage Site Conservation as well as the Management of the Cultural Heritage and Tourism of the GTWHS in Malaysia	298
8.3.4	A Framework for the Management of the WTP Value of the Cultural Heritage for the Sustainable WHS Conservation in Malaysia	302
8.4	SIGNIFICANT CONTRIBUTIONS TO EXISTING KNOWLEDGE	309
8.5	LIMITATIONS OF STUDY	311
8.6	SUGGESTION FOR FUTURE RESEARCH	312
	BIBLIOGRAPHY	314

LIST OF FIGURES

Figure 2.1	Categories of Economic Value of Cultural Heritage	40
Figure 2.2	Economic Valuation Techniques	46
Figure 2.3	Impact of Tourism on Heritage Sites	62
Figure 2.4	Examples of Damage to Heritage Sites Due to Natural and Human Causes	63
Figure 3.1	Formal Planning Process in Malaysia	84
Figure 3.2	WHS Management Bodies in Malaysia	89
Figure 4.1	Planning Process Methodology	120
Figure 4.2	The Cultural Significance/Value Assessment Process	121
Figure 4.3	Research Design	122
Figure 4.4	The Key Concepts to Achieve Sustainable Management of Heritage Site	127
Figure 4.5	Theoretical Development Proposition for Research Study	133
Figure 4.6	Research Area within GTWHS Conservation Zone	138
Figure 4.7	Contingent Valuation Process used for this Research Study	144
Figure 4.8	Map 1- Location of Melaka and GTWHS in the map of Malaysia	149
Figure 4.9	Map 2- The Study Area at Conservation Zone of the GTWHS	149
Figure 4.10	Show Card A – Outstanding Universal Value of the GTWHS	150
Figure 4.11	Show Card B – The Importance of George Town as a WHS of Global Significance	151
Figure 4.12	Show Card C (Scenario A) – Issues of the GTWHS Conservation	152
Figure 4.13	Show Card C (Scenario B) – Proposed Protection of the GTWHS	152
Figure 4.14	Introduction to the Elicitation Procedure	153
Figure 4.15	Payment Ladder	155
Figure 5.1	Location of George Town in Penang State and Southeast Asia	179
Figure 5.2	The Core and Buffer Conservation Zone of the GTWHS	182
Figure 5.3	Penang's Trade and Shipping Linkages	184
Figure 5.4	Location of George Town at the Eastern Cape of the Prince of Wales Island, 1849	184
Figure 5.5	Photo A and B - Images of Pulo (Pulau) Penang Trading Port in the Early 19 th Century	184
Figure 5.6	Muslim Communities at Masjid Lebuah Aceh (A) and Masjid Kapitan Kling (B)	187
Figure 5.7	Photos of George Town as a Major Export Centre and some of the Mansions Built in George Town During the Late 19 th and Early 20 th Centuries	189
Figure 5.8	The Esplanade showing the Padang and Government Office Buildings (City Hall and Town Hall) in 1906	190

Figure 5.9	Masjid Lebuah Aceh (A) and its surrounding Malay Compound House (B)	192
Figure 5.10	Masjid Kapitan Kling (A) and its surrounding activities (B)	193
Figure 5.11	Noordin Tomb (A) and Nagore Shrine (B): Muslim tomb and shrine for the Indian Muslims in GTWHS	193
Figure 5.12	The Sri Mahamariamman Temple (A) and Commercial Activities at Little India (B)	194
Figure 5.13	Photos of the Five Big Hokkien <i>Kongsi</i> Temples in GTWHS	195
Figure 5.14	Khoo Kongsi is one of the Biggest Clan Kongsi in GTWHS	196
Figure 5.15	The Chinese Clan Jetties	197
Figure 5.16	Fort Cornwallis and Government building, City Hall	198
Figure 5.17	Raja Tun Uda Pier/Ferry Terminal (A), Swettenham Pier and Godowns at Weld Quay (B); Chinese Clan Jetties along Weld Quay (C1 & C2)	199
Figure 5.18	Multi-cultural Trading Activities in GTWHS	201
Figure 5.19	The Continuity of Multi-cultural Traditions in GTWHS	202
Figure 5.20	The Straits Chinese and Indian Muslim in GTWHS	204
Figure 5.21	Image of Architecture Types Available in GTWHS	205
Figure 5.22	Typology of Shop-houses in GTWHS	206
Figure 5.23	Five-footways of Shop-houses in GTWHS	207
Figure 5.24	The Pitch Terracotta Roof-scape in GTWHS	208
Figure 5.25	Street of Harmony, Map of Jalan Masjid Kapitan Keling, Showing the Mosques, Chinese Temples, Indian Temples and Church	209
Figure 5.26	George Town Conservation Management	210
Figure 5.27	Hierarchy of Responsibility of the GTWHS Conservation Management	211

LIST OF TABLES

Table 2.1	The Criteria of Outstanding Universal Value for UNESCO WHS	23
Table 2.2	Typologies of Heritage Value summarized by Different Researchers and Institutes	35
Table 2.3	Heritage Values Typology	35
Table 2.4	Value of Cultural Heritage and Applicable Valuation Method	47
Table 2.5	Guiding Directions in Managing the Tourist Development	65
Table 3.1	Options for Fiscal Incentives at State and Local Levels	101
Table 3.2	Tourist Arrival and Receipts to Malaysia	102
Table 4.1	Linking Data to Proposition of Research Study	134
Table 4.2	Framework of the Research Study	135
Table 4.3	Structure of a Contingent Valuation Questionnaire	145
Table 4.4	The DBDC Questions used in the Research Study	157
Table 4.5	George Town- Estimated Population by Ethnic Group	163
Table 4.6	The Number of Targeted Management Personnel Respondents	165
Table 4.7	Summary of Pilot Survey Responses	168
Table 4.8	Summary of Main Survey Responses	169
Table 4.9	Summary of Normality Test	171
Table 4.10	Value of Cronbach's Alpha (α)	171
Table 4.11	Summary of Reliability Test	172
Table 4.12	Strength of the Relationship	175
Table 5.1	George Town City Centre - Estimated Population by Ethnic Group	180
Table 5.2	Key Agencies in the GTWHS Management and Related Legislations	212
Table 5.3	Number of International and Local Tourist Arrivals, Penang 2005 – December 2010	221
Table 6.1	The Response Rates for Questionnaires of the Involved Stakeholders	232
Table 6.2	Socio-demographic Characteristics of the Local Respondents (295)	233
Table 6.3	Socio-demographic Characteristics of the Tourist Respondents (147)	236
Table 6.4	Levels of Attitude	237
Table 6.5	Descriptive Statistics on the Attitude of the Local Respondents towards the UNESCO WHS status (Total mean 3.76)	239
Table 6.6	Descriptive Statistics on the Attitude of the Tourist towards the UNESCO WHS status (Total mean 3.93)	241
Table 6.7	Descriptive Statistics on the Attitude of the Local Respondents towards Cultural Tourism and Its Benefits for Heritage Site Conservation (Total mean 3.26)	242

Table 6.8	Descriptive Statistics on the Attitude of the Tourists towards Cultural Tourism and Its Benefits for Heritage Site Conservation (Total mean 3.69)	243
Table 6.9	Descriptive Statistics on the Views of Respondents towards the Importance of Preserving the Non-Use Value of the Cultural Heritage (mean =4.17- Local; mean = 4.14 Tourist)	244
Table 6.10	Descriptive Statistics on the Views of the Local Respondents on GTWHS Conservation Management (Total mean 3.70)	246
Table 6.11	Uses of the goods in GTWHS (Local Respondents)	247
Table 6.12	Uses of the goods in GTWHS (Tourists)	248
Table 6.13	Establishment of GTHCF	250
Table 6.14	Payment Vehicle for the Local and Tourist Respondents	250
Table 6.15	The 1 st WTP Value	251
Table 6.16	Descriptive Statistics for the 1 st WTP Value	252
Table 6.17	The Preferred Price to Pay among the Local Respondents	252
Table 6.18	The Preferred Price to Pay among the Tourist Respondents	253
Table 6.19	The Highest Willingness-to-Pay Value	254
Table 6.20	Descriptive Statistics for the Highest WTP Value	255
Table 6.21	The Reasons for Local Respondents' WTP	256
Table 6.22	The Reasons for Tourist Respondents' WTP	256
Table 6.23	The Reasons for Local Respondents' Zero WTP	256
Table 6.24	The Reasons for Tourist Respondents' Zero WTP	256
Table 6.25	Correlation Test To Prove a Relationship Between the Stakeholders' Attitude towards the UNESCO WHS Status and the WTP Value for the GTWHS Conservation	258
Table 6.26	Correlation Test to Prove a Relationship Between the Stakeholders' Perceptions about the Cultural Tourism and Its Benefits for Conservation and the WTP Value for the GTWHS Conservation	259
Table 6.27	Correlation Test to Prove a Relationship between Stakeholders' Views on the Importance of Preserving the Non-use Value and the WTP Value for the GTWHS Conservation	259
Table 6.28	Correlation Test to prove a Relationship between Local Stakeholders' views on the Conservation Management and the WTP Value for the GTWHS Conservation	260
Table 6.29	Relationship between Score A1, Score A2, Score A3 and Score A4 towards the WTP Value and the Highest WTP Value for the GTWHS Conservation (Local respondents)	261
Table 6.30	Influences of the Socio-economic Background of the Local Community and the Tourists towards the WTP Value	263
Table 6.31	Influences of the Socio-economic Background towards Attitude of the Local Community	263
Table 6.32	Influences of the Socio-economic Background towards	264

	Attitude of the Tourists	
Table 6.33	Differences between the Stakeholders (Tourist and Local) towards the UNESCO WHS status, the Cultural Tourism and its benefits for conservation, the importance of preserving the non-use value and the conservation management towards WTP Value	265
Table 6.34	Group statistics	265
Table 7.1	Response Rate of the Managers	267
Table 7.2	Background of the Managers	268
Table 7.3	Opinions of the Managers on the General Issues in George Town	269
Table 7.4	Opinions of the Managers on the Specific Issues in the Heritage Conservation of the GTWHS	270
Table 7.5	Knowledge and Opinions of the Managing Bodies	270
Table 7.6	The George Town Heritage Conservation Fund (GTHCF)	272
Table 7.7	The WTP and Its Method of Collection	274
Table 7.8	Management of the GTHCF	276
Table 7.9	The GTHCF Benefits	277
Table 7.10	The GTHCF Long-term Benefits of Sharing	278
Table 7.11	Partnership and Collaboration from the GTHCF Long-term Benefits of Sharing	281
Table 7.12	Authenticity and Conservation from the GTHCF Long-term Benefits of Sharing	282
Table 7.13	Local Community Involvement from the GTHCF Long-term Benefits of Sharing	283
Table 7.14	Creating Mindful Tourists from the GTHCF Long-term Benefits of Sharing	285
Table 7.15	Strategic Planning from the GTHCF Long-term Benefits of Sharing	285
Table 7.16	Interpretation from the GTHCF Long-term Benefits of Sharing	286
Table 7.17	Economic Viability from the GTHCF Long-term Benefits of Sharing	287
Table 8.1	A Framework for the Management of the WTP Value of the Cultural Heritage for the Sustainable GTWHS Conservation	308

LIST OF ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of Variance
CAPU	Central Area Planning Unit
CE	Choice Experiments
CIDA	Canadian International Development Agency
CM	Choice Modelling
CV	Contingent Valuation
DBDC	Double Bounded Dichotomous Choice
DBKL	<i>Dewan Bandaraya Kuala Lumpur/ Kuala Lumpur City Hall</i>
DC	Dichotomous Choice
EIC	East India Company
ESD	Education for Sustainable Development
GNP	Gross National Product
GTWHI	George Town World Heritage Incorporated
GTWHS	George Town World Heritage Site
GTHCF	George Town Heritage Conservation Fund
ICCROM	International Centre for the Study of the Preservation and Restoration of Cultural Property
ICOMOS	International Council on Monuments and Sites
IUCN	International Union for Conservation of Nature
KEKKWA	<i>Kementerian Kebudayaan, Kesenian dan Warisan/Ministry of Culture, Arts and Heritage</i>
LA21	Local Agenda 21
LESTARI	Institute for Environment and Development
MBPJ	<i>Majlis Bandaraya Petaling Jaya</i>
MPSP	<i>Majlis Perbandaran Seberang Perai</i>
MPPP	<i>Majlis Perbandaran Pulau Pinang/ Penang Island Municipal Council</i>
NLA21	National Local Agenda 21
NGO	Non-Governmental Organization
NOAA	National Oceanic and Atmospheric Administration
OUV	Outstanding Universal Value
PACT	Partnerships for Conservation Initiative
PHT	Penang Heritage Trust
RP	Revealed Preferences
RM	Ringgit Malaysia
SD	Sustainable Development
SERI	Socioeconomic and Environmental Research Institute
SP	Stated Preferences
SPM	<i>Sijil Pelajaran Malaysia/ Malaysia Certificate Education</i>
SPSS	Statistical Package for Social Science
SRP/PMR	<i>Sijil Rendah Pelajaran/ Penilaian Menengah Rendah</i>
Q1	Questionnaire for the Local Respondents
Q2	Questionnaire for the Tourists
Q3	Questionnaire for the Managers
TEV	Total Economic Value
TWD	<i>Tapak Warisan Dunia</i>

UBBL	Uniform Building By-Laws
UN	United Nations
UNDP	United Nations Development Program
UNDP-GEF	United Nations Development Program-Global Environmental Facility
UN ESCAP	United Nations Economic and Social Commission for Asia and the Pacific
UNESCO	United Nations Education, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
UPEN	<i>Unit Perancang Ekonomi Negeri</i>
USD	United States Dollar
USA	United States of America
WCPA	World Commission on Protected Areas
WHL	World Heritage List
WHO	World Heritage Office
WHS	World Heritage Site
WHST	World Heritage Sustainable Tourism
WTA	Willingness-to-accept
WTO	World Tourism Organization
WTP	Willingness-to-pay
WTTC	World Travel and Tourism Council

LIST OF APPENDICES

Appendix A	The Show Cards
Appendix B(1)	Questionnaire Q1 Local Respondent
Appendix B(2)	Questionnaire Q2 Tourist
Appendix B(3)	Questionnaire Q3 Manager
Appendix C	List of Publications and Papers Presented

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Conventionally, value has been expressed by some professional studies on heritage as a work of art or a record of the past (Avrami, Mason & Torre, 2000). This has provided for a unified standard worldwide and is used as a general framework for a World Heritage Site (WHS) designation by the United Nations Educational and Scientific Organization (UNESCO). Zhang (2010), however, has argued that those criteria are quite subjective and have been mostly confined within the scientific value as defined by the professionals.

Moreover, Mason (2002) has stated that if the conservation area wants to be successful in protecting the limited resources of cultural heritage assets, one needs to recognize it as an important physical, economic and social meaning. The most important factor in developing a sustainable conservation of heritage sites is to increase their social meaning. This is to make sure that conservation interventions are responsive to the physical as well as the economics and social conditions (Mason, 2002).

In regards to this matter, Throsby (2007) believes that the public's view is of great importance in valuing a cultural heritage. Involvement of the public in valuing cultural heritage is an influential social meaning in the sustainability of their heritage. Analyzing the value through involving a diverse stakeholder group with an interest in an area or object will promote the sustainability of the conservation works in the control and preservation of their heritage (Avrami et al., 2000).

There are several ways as well as well-developed methodologies that exist in principle in order to assist in estimating the value of public goods through community participation. Economic valuation is one of the best methods in which community recognizes, evaluates and chooses on valuing objects (Throsby, 2007).

Thus, economic valuation studies are important in identifying private, public, and shared benefits for the current, potential, and future users or non-users. There are also important in allocating, managing and organizing the resources as well as effecting communities' wellbeing, attitudes and involvement towards their heritage conservation.

In response to this situation, this research study aims to assess the economic value of a cultural heritage by exploring the assessment methods that have been well-known in the economics area, particularly in the environmental as well as cultural economists, with their ability to be implemented in the George Town World Heritage Site (GTWHS), Penang.

Therefore, an economic valuation study will be able to capture the maximum amount that a respondent would be willing to pay for the proposed management of the heritage site conservation. This technique has been widely used by the authorities to estimate the willingness-to-pay (WTP) value due to its flexibility in application. Mourato and Mazzanti (2002) have stated that this method is more sustainable in practice for the cultural heritage value assessment of all WHS.

As connected and complementary efforts, value and economic research studies have borne several common problems that have a great influence on the management and development of the WHS including managing the conflicts between the resource conservation and tourism development, the level of involvement of the public, governmental organizations and others, in the values assessment and in planning

generally. In particular, however, they have also found that power relationships do exist among these different interest groups and the special role played by conservation experts in influencing the effectiveness and responsiveness of the heritage conservation work.

1.2 RESEARCH BACKGROUND

This research study aims to evaluate the economic value of the cultural heritage by measuring the willingness-to-pay (WTP) value of stakeholders in order to analyze the social benefits that would be formed by a proposed plan to conserve the historic city of George Town, Penang as a more sustainable WHS. This could reveal the benefits to the stakeholders of preserving their cultural heritage and demonstrate how these social benefits can be captured and utilized in order to give reason for more investments in the conservation of their WHS.

In the Malaysian context, the present rate of development, economic growth, rising educational standards and the consequential increase of leisure time have influenced the demand to conserve a cultural heritage. Malaysians are beginning to appreciate the value and significance of heritage and culture tourism as tourists have increasingly arrived to the country to visit the heritage sites. Moreover, the UNESCO WHS designation has created greater opportunities for heritage sites conservation all over the world. The restoration of this particular WHS has stimulated inward investments, and has consequently increased both tourism and inward migration (UNWTO, 2011).

World cooperation in the preservation efforts has also raised awareness of the local people, encouraging them to get involved in conservation activities and thereby has transformed the attitude of the local governments in their commitment towards their heritage site conservation. This renewed attitude has a positive impact on the historic

places in Malaysia generally and for George Town, Penang in particular. Although this WHS status has raised local awareness of the value of the heritage site conservation of George Town, the value of the WHS for the local stakeholders may be quite different from those values promoted by the government's national tourism agencies and UNESCO.

For the local society, the demand to conserve the cultural heritage is to maintain their legacy for the future generations. For the government and national tourism agencies, this heritage resource can become a national asset so as to attract more tourists and thus contribute to the country's economy as well as to the individuals who have a stake. The conflict between the ideologies pursued by conservation requirements and the commercial goals of tourism has become the biggest challenge in establishing a responsive and mutually beneficial relationship between the heritage site conservation and tourism.

The people involved in the heritage site management are frequently faced with a difficult task of achieving a balance between these two factors. Well-controlled tourism can generate economic benefits to the country by creating job, assisting local businesses and attracting investment to the sites as well as gaining extra financial support for the management of the WHS. The listing of Melaka and George Town as a WHS respectively has developed a cultural tourism industry that could give economic benefits not just to the local industry and its environs, but also to Malaysia as a whole.

Although tourists bring economic benefits to the societies, if not managed appropriately, tourists can have an adverse impact on the places and their surroundings. Unorganized visitor development may change the architectural character and the fabric of a historical city as well as intimidating the distinctiveness of the area as a tourism destination. As a

result, the unique heritage site could develop into a poor condition, thus immediately requiring continuous conservation.

The tourism activity, mainly hotels and inbound tour operators, can definitely do a lot more to support conserving our heritage by enhancing its intrinsic value to the local economy, and more to its future (Chua, 2010). They have to reinvest some of their income back into the society and conservation. It is vital to integrate planning for the sustainable tourism in order to support the conservation efforts especially in an urban heritage area where rapid development of the urban fabric could devalue the heritage sites.

Ensuring the success of this sustainable development (SD) agenda, national government authorities should engage the stakeholders in every step of the process, to educate and invite them to participate in the preparation of, and hopefully to support the activities (Ibrahim, 2008). However, a local research has shown that there has been a lack of expression of interests and cooperation between the parties involved at a local level in the decision-making process.

Based on a study by Ismail (2008), there was no serious involvement of the local communities in the early stages of the heritage site conservation in Malaysia. The relationship with the heritage resource was found to be purely aesthetically for the tourists and purely economical for the managers and the community of the WHS (Din, 2008). Although local involvement is increasingly being recognized as the most important aspect in order to ensure the sustainability of the tourism development for the WHS conservation, in real situations, however, it frequently happens that the local communities have been side-lined and considered as unimportant.

There is little evidence to show that local communities have been considered to be important stakeholders even though they enjoy equitable benefits from the development of the WHS around which they have been living for generations despite there being guidelines on the importance of the stakeholders' involvement in the heritage site management and the planning process of the WHS.

But in reality, previous research studies on partnerships with stakeholders have shown that stakeholders such as the local community were often neglected or ignored and have enjoyed little benefit from the tourism development of WHS worldwide generally and in Malaysia particularly. The public's preferences as measured by their WTP value of the cultural heritage conservation should be given due consideration in decision-making in order to promote the sustainability of the heritage sites (Throsby, 2010). There is an increasing acceptance of the wider economic value of cultural goods as measured with their WTP value by scholars, management policy makers and industry worldwide.

But very few researches have been employed in Malaysia to evaluate the economic value of the cultural goods for the social benefits across the whole nation. Most of the local researches were focused on environmental and ecological economics studies and yet no researches have been initiated on evaluation of the cultural sites for their heritage conservation (Samdin, 2010; Bann, 1999; Radam & Mansor, 2005; Mulok, 2008). In the cultural heritage field, one always talks about historical value, aesthetic value, scientific value, or social value in which all these values indicate usefulness and benefits that can contribute to the significance of these objects. These values exemplify why individuals or societies believe these artefacts should be safeguarded for the next generations. According to Cassar (2009) there is growing evidence that this value in heritage preservation carries benefits in many areas of life such as in the physical environment, economic development, education and social development. They are the driving force

behind every justification for these things to be regarded as 'heritage' which could influence their interpretation and physical conservation.

According to Rolfe and Windle (2003), non-use value is also an important component of values for many cultural heritage sites. Several attributes defined as socio-cultural values are compatible to the non-use values. They can be categorized as economic values because persons would be willing to share resources such as spend money to obtain or preserve them. This non-use value is developing from the intangible or abstract valuation of the resources such as option value, existence value and bequest value (Kim, Wong & Foo, 2007; Throsby, 2007; Throsby, 2010).

The estimation of these non-use values has also presented greater challenges. It aims to measure the intangible values which are not reflected in monetary gain. Preservation of these non-use values is an important issue since it carries benefits in many areas of life such as in the physical environment, economic development inclusive of the local economy and businesses, education as well as access to information and social development (Cassar, 2009).

However, Jimura (2010) has explained that these types of values need to be clearly explained so that the government and the individuals will appreciate them and are therefore willing to spend money to protect them. The value estimated can provide policy makers with an indication of the importance of un-priced cultural heritage resources as a whole, in monetary terms.

Despite the fact that these non-use values carry benefits in many areas of life, this type of economic valuation study has not yet been formally adopted as an aid in cultural tourism and heritage management in Malaysia. No local studies have been employed to provide

advice on policy making through the application of the result findings and the methods that these benefits could be captured and benefited in order to upgrade the conditions of a heritage site in this country.

Thus, there is a need to evaluate the economic non-use value of the cultural heritage in formulating heritage development plans thus making it physically, economically and socially acceptable as well as equally beneficial amongst the local stakeholders to preserve their cultural heritage and thus contribute towards the overall sustainable development of the heritage sites. In this sense, it can be seen as a significant way of adding credibility to the conservation plan and to justify for the necessary expenditure. By this way, it is hoped that this economic valuation study would stop any further degradation of the heritage sites and thus help sustain the historical monuments and its environment in Malaysia.

1.3 PROBLEM STATEMENT

Based on the above discussion, the problems of the WHS conservation can be stated as:

- i There are conflicts between stakeholders relating to the benefits of the WHS designation - the principles pursued by conservation requirements and the commercial goals of tourism. The relationship of the heritage resource is purely aesthetically for the tourists but purely economic for the managers and the community of the WHSs.

- ii Lack of expression in the interests and cooperation between parties involving the decision-making process at the local level. There has been no documented evidence of any serious involvement of the local communities in the early stages of the heritage site conservation in Malaysia.

iii Stakeholders such as the local community are often neglected or ignored and have been derived of very few benefits from the tourism development of WHS in Malaysia. There has also been little documented evidence to show that the local communities have been considered to be important stakeholders, for example enjoying equitable benefits from the development of the WHS around which they have been living for generations.

iv The economic value of the cultural goods for the heritage conservation has not been clearly defined so as to justify the benefits for preserving the cultural heritage. There is little empirical research in estimating the value of the cultural heritage site conservation as a tourism product in Malaysia.

v This economic valuation study strategy has not yet been formally adopted as an aid in the cultural tourism and heritage management in Malaysia. Moreover, economic valuation studies can evaluate the social benefits of the cultural capital. However, only some of them have provided positive opinion on the plan use of the result finding as well as the ways how any of the benefits could be obtained and utilized to enhance the conditions of the heritage sites in Malaysia.

Accordingly, the problem statement of this research study is as follows: the local management system governing the heritage conservation in Malaysia has not clearly defined the value of the cultural heritage in order to justify any benefits of preserving the cultural heritage as a tourism product for the sustainable heritage site conservation. Thus, there is a dire need to evaluate the value of a cultural heritage in formulating heritage development plans thus making it physically, economically and socially acceptable as well as equally beneficial amongst the local stakeholders to preserve their cultural heritage sites and thus contribute towards the overall SD of the WHS in Malaysia.

1.4 RESEARCH GOAL AND OBJECTIVES

This research study is carried out with the aim of estimating the WTP value of the cultural heritage for the sustainable conservation of the George Town World Heritage Site (GTWHS), Penang so as to reveal the benefits amongst the stakeholders of preserving their cultural heritage and demonstrate how these benefits can be captured as well as utilized to justify further investments in the heritage site conservation as well as management of the cultural heritage and tourism of the WHS in Malaysia.

To achieve this goal, the following objectives have been formulated:

- i To identify the appropriate valuation method for the cultural heritage goods for the sustainable WHS conservation;
- ii To evaluate the principal stakeholders' attitude and responses on the WHS designation and the influx of tourists to the WHS in order to assess their WTP value for this WHS conservation in Malaysia;
- iii To evaluate the views of the managing bodies towards the WTP value and its benefits for the heritage site conservation as well as the management of the cultural heritage and tourism of the WHS in Malaysia; and
- iv To establish a framework for the management of the WTP value of the cultural heritage for the sustainable WHS conservation in Malaysia.

1.5 SIGNIFICANCE OF THE RESEARCH STUDY

According to Provins, Pearce, Ozdemiroglu, Mourato and Morse-Jones (2008); Choi, Ritchie, Papandrea and Bennett (2009); as well as Tuan and Navrud (2008) the rationale for the economic valuation studies is the demand to justify the social benefits of the WHS which are global public goods so as to rationalize the cost of preserving them. Although, according to Carson, Mitchell, Conway and Navrud (1997), very few valuation studies of the WHSs in developing countries exist. Yet, very few economic valuation studies of the cultural heritage done internationally; around 60 economic valuation studies contrasted to many thousands of environmental valuation studies (Noonan, 2002; Pearce & Ozdemiroglu, 2002; Ready & Navrud, 2002).

Tuan and Navrud (2008) have stated that these types of economic valuation studies can also be very beneficial in reinforcing results about planning of costing schemes for the cultural heritage in Malaysia. This can also support policy-makers to design a costing strategy that would control tourist flows and exploit tourist income for the sustainable conservation programmes as well as management of sustainable tourism in the cultural heritage sites in Malaysia.

The local community should be considered as important stakeholders for the GTWHS, Penang. Community involvement in the heritage conservation and development should be an vital part of the heritage planning and management (Black & Wall, 2001; Hall & McArthur, 1993; Timothy & Boyd, 2003). Therefore, involvement of the local communities in the decision-making process is important in providing inherent social benefits in order to facilitate sustainability.

This view is supported by Innskeep (1991) and Pearce as well as Ozdemiroglu (2002) who have stated that the significance of involving the local community in the decision-making processes pertaining to cultural tourism in the SD cannot be overlooked easily. It is also significant to be aware that the local community is not homogeneous and consists of diverse constituencies. Their views need to be included in the planning process. This can also help dilute any negative perceptions locals may hold about tourists and also can reduce any cognitive conflict.

It has also been suggested by Tosun (2001) that the government and the public sector involved in tourism should oversee the host community education and participation in tourism especially in Malaysia. This present economic valuation study is vital in order to look at the principal stakeholders' attitudes and responses on the designation of the UNESCO WHS of George Town, Penang and the perception about the tourists in Malaysia. It is important to facilitate and to find support for tourism so as to reduce the adverse social impacts on the hosts. The Practical Manual for WHS managers in managing tourism at WHS has stressed the improvement of the local resident's well-being through developing economic activities such as tourism on the WHSs (Pedersen, 2002).

The idea of equity as a key principle for the SD has been adopted by the Malaysian government as a national development policy. However, there is little evidence to show that local communities have been considered important stakeholders so that they enjoy equitable benefits from the development on the WHS around which they have been living for generations in Malaysia. It is essential to consider a new approach in ensuring a sustainable conservation of the cultural heritage as a local resource and the management of tourism, through the establishment of equally positive partnerships between stakeholder groups in the country.

Pendlebury, Short and While (2009) have found that the urbanization of a WHS causes a series of complications related to designation, valuation and organizing of the conservation matters in the environment of the vibrant and diverse urban organizations. Heritage resources in this urban area also face the slow deterioration of structure fabric due to lack of maintenance; as a result of scarcities of funding, lack of awareness and failure of owner or occupier to appreciate the value of what may be humble components of a valuable urban collection (UNESCO, 2009a).

There is a real threat for the future in towns especially in developing countries where only parts of their urban heritage would remain. Therefore, this study is important for the local policy-makers to accommodate and successfully adopt any new guiding tools if they are to conserve and improve the physical and social organization upon which localness as well as financial strength can be established in Malaysia.

1.6 RESEARCH METHODOLOGY

This research study is to be carried out in three parts and it will use a combination of quantitative and qualitative methods.

1.6.1 Part 1: Review of Literature and Overview of The WHS Practices in Many Countries

A thorough theoretical study related to the topic needs to be carried out in Malaysia in order to form a theoretical framework on what are the suitable practices for the sustainable conservation of WHS as a local resource and the management of visitors, through the development of positive partnership between local stakeholder groups in this country. The purpose of this section is to understand the theory of the cultural heritage

value for the sustainable management of the heritage site conservation. It deliberates on the concept of the cultural heritage conservation which would embrace the role of UNESCO in the WHS designation, the importance of the heritage site conservation and its benefits in many countries.

The basic concepts of cultural capital and the subject of valuing cultural heritage through awareness what is specified by value in a heritage sense are reviewed. This is important for heritage conservation as value has always been the cause underlying heritage conservation. Special attention is given in identifying the suitable technique or method of evaluation of the cultural heritage good for sustainable management of the GTWHS conservation. This economic valuation study could enhance the economic benefits in motivating and financing the conservation effort. There is also a brief review of the WHS practices in other countries on how they value their cultural heritage. In addition, this section also takes into account the role of the cultural heritage resources as tourism products for the WHS conservation in many countries.

In realizing the concept of the sustainable management of the WHS conservation, this section would also review the facets that could improve heritage site sustainability. The importance of stakeholders' participation in the heritage value assessment and the special issues of heritage conflict incurred by the WHS designation and tourism are acknowledged as well. All these topics are reviewed so as to act as a guide as well as to give an idea in understanding the principles and concepts of cultural heritage values briefly before applying them for sustainable management of the WHS conservation in Malaysia.

1.6.2 Part 2: Case Study and The Questionnaire Survey Method

This research study has adopted the case study method by using the questionnaire survey method as the strategy for the primary data collection. A case study approach is employed in order to get an in-depth investigation of the stakeholder attitude of the benefits of the WHS designation, preserving the cultural heritage value of the heritage site, current conservation practices and the WTP value of the cultural heritage conservation in GTWHS, Penang. Two sets of questionnaires have been designed; the first set (Q1) is for the local community and the second set (Q2) is for the tourists visiting GTWHS, Penang. The target of this survey is to achieve the objectives of the research study, which was to evaluate the principal stakeholders' attitude and responses on the WHS designation and the influx of tourists in order to assess their WTP value for the sustainable cultural heritage conservation of the GTWHS, Penang.

The focus population for the first set (Q1) of the questionnaire survey was the local residents of George Town, which has been designated as a UNESCO WHS. The purpose of the survey is to perceive the local residents' perception on the WHS designation, their interest and knowledge in heritage conservation, the benefits of their heritage conservation and consequently the cultural tourism as well as the tourism development within the study area. The survey would also ascertain to what extent the conservation project had been able to involve the local community. The findings from the survey of the local community could anticipate positively how to answer the research questions related to the second objective of the study which was the attitude and responses of the principal stakeholders on the WHS designation and cultural tourism in George Town, Penang.

The second set (Q2) of the questionnaire was designed for the tourists who were visiting the Conservation Zone of the GTWHS, Penang. The purpose of the survey was to identify the economic value of the cultural heritage for the GTWHS, Penang conservation and the WTP value of the tourists. Findings from this survey would be used to develop a suitable model with recommendations for the sustainable management of the GTWHS, Penang conservation as a local resource for tourism, through the development of positive partnerships between the local stakeholder groups.

1.6.3 Part 3: Qualitative Method

This research study has also adopted a qualitative survey method as the final strategy for the primary data collection and to support the third objective. Analysis was done on the views of the managers in respect to the cultural heritage conservation and tourism management of the GTWHS, Penang. Face-to-face semi-structured interviews were carried out in order to get their views on the proposed cultural heritage conservation programme. A range of managers directly or indirectly linked to the heritage conservation tourism activities were selected for the interview. Based on the combined analysis of the qualitative and quantitative survey, a framework for the management of the WTP value of the cultural heritage for the sustainable WHS conservation was designed based on the managers' recommendations.

1.7 SCOPE OF THE RESEARCH STUDY

As previously discussed in the research background, this study will focus on how the economic value of the cultural heritage can be obtained from the sustainable management of the WHS conservation of George Town, Penang. Therefore, this research will address

and focus on issues of the sustainable management of the GTWHS conservation within these scopes:

- i The principal stakeholders' perceptions on the WHS designation and the influx of the tourist impact on the cultural tourism of the WHS;
- ii The current practice of the State Government (Penang) with regards to the management of the cultural heritage conservation and tourism;
- iii The economic value role of the cultural heritage in improving the sustained use of the Penang heritage sites and controlling the carrying capacity of the GTWHS, Penang;
- iv An overview of the models for the sustainable conservation of the heritage programme and the management of tourism as a local resource, through the establishment of equally positive partnerships between the local stakeholder groups in the WHS; and
- v Developing a framework for the sustainable management of the WHS conservation and the management of tourism in Malaysia based on the findings of this study.

1.8 STRUCTURE OF THE THESIS REPORT

This thesis will consist of eight chapters as follows:

1.8.1 Review of Secondary Sources (Chapters One, Two and Three)

Chapter One gives an overall introduction and establishes the context of the research, describing the background and focus of the research, research questions, research goal and objectives as well as the structure of the thesis. Chapter Two provides a conceptual

basis for the research by critically reviewing the relevant cultural heritage conservation, sustainable conservation and the economic use of the heritage as well as the culture tourism literature. Chapter Three reviews the various planning and management of the cultural heritage conservation in Malaysia including government policies on their activities as well as issues and challenges confronting them. Thus, this Chapter gives theoretical explanations of the WHS policy and a foundation for analysis in developing a workable framework for the sustainable management of the WHS conservation.

1.8.2 Research Methodology (Chapter Four)

Chapter Four focuses specifically on the discussion of the research design and methods. Thus, it incorporates the research methodology and describes the data collection procedures, formulation of the research model and the statistical analyses of the research.

1.8.3 Case Study (Chapter Five)

Chapter Five introduces the research site selected for this study. This includes the geographic and historical background of the research site, GTWHS, Penang. It then proceeds to discuss the planning and management of the cultural heritage conservation and tourism management in the research area; government policies and issues as well as challenges confronting them. This chapter also provides a background on the current situation of the research site and the basis for an analysis in developing a workable framework for the sustainable management of the WHS conservation in Malaysia.

1.8.4 Empirical Analysis and Findings (Chapters Six, Seven and Eight)

Chapter Six presents the results of the analysis of the quantitative WTP value survey. The aim is to seek and explore the current cultural heritage conservation and management of the tourism practices as implemented by the authorities in Malaysia. This Chapter also analyzes the economic impact of tourism, the WTP value and what tourism activities could be charged as a contribution for the sustainability of the GTWHS, Penang. Chapter Seven discusses the findings of the qualitative survey and compare some relevant models in order to establish new policies related to the sustainable WHS conservation and sustainable tourism management as well as their implementation in Malaysia. Chapter Eight discusses the overall research findings.

This Chapter is organized into four sections. The first section reports the summary of the research. The second section discusses the important findings. There are four important findings which answer the research questions which have met the objectives of the study. The third section is the recommendations on the WTP value so as to upgrade the current management of the cultural heritage for the sustainable GTWHS conservation. The fourth section addresses the significant contribution of this research to the existing knowledge with a specific conclusion of the empirical findings by matching the findings of some case studies with the results of this quantitative survey.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This Chapter sets out the literature review of this research study. The purpose of this literature review is to understand the theory behind the cultural heritage value for the sustainable management of heritage site conservation. In general, this section discusses the idea of cultural heritage conservation, which embraces the role of UNESCO in the WHS designation, its conventions and instrument in preserving a cultural heritage and the benefits of the WHS designation. The basic concepts of cultural capital and the subject of the economic valuation of a cultural heritage through recognizing the cultural heritage value are also reviewed in this Chapter. This subject is important, as value has always been the justification for any heritage conservation. In addition, this Chapter also takes into account the role of the cultural heritage resources as tourism products for the WHS conservation.

Furthermore, this Chapter discusses worldwide practices in the valuation of the non-use value of the cultural heritage. The evaluation and review of other practices could help enhance the reliability of the objectives of this research study. In realizing the concept of the sustainable WHS conservation, involvement of stakeholders is found to be very important in the valuation of a cultural heritage. For that reason, the importance of the stakeholders' participation in the heritage value assessment and cultural heritage management for the sustainable WHS conservation has been regarded important and vital as well. All these topics have been reviewed as a prerequisite and could give us an idea in

recognizing the theory and principles of the cultural heritage value in brief before applying them for the sustainable management of the WHS conservation.

2.2 CULTURAL HERITAGE SITE CONSERVATION

Cultural heritage includes heritage structures, places, traditions and other important properties as well as tangible and intangible assets that have distinguished elements that have encapsulated the nation's spirit and character. Cultural heritage is a legacy of a state, a cultural group and above all, generally of all human beings. Conservation of the cultural heritage is important. The primary basis of conservation includes the protection of the heritage resources. Conservation comes to the fore when efforts are made to prevent the decay of the heritage resources over time (Tunbridge & Ashworth, 1996). It emphasizes the utilization of the heritage assets in a way that they can be appreciated and used for recreational purpose while at the same time striving to sustain the core value of the heritage for future generations (Pearce & Ozdemiroglu, 2002).

Timothy and Boyd (2003) have stated that in developing countries, heritage is usually listed and protected at the national level by the government agencies. Meanwhile, in the developed nations, the trend is more towards quasi-public forms of guardianship through the various associations and conservation groups. There are several international agencies that operate beyond the national realm that serves as guardians of the world's heritage conservation bodies which are in charge for the listing and protection of the heritage goods. Moreover, the most widely recognized agency is UNESCO, whose World Heritage Listing (WHL) strives to guard and bestow international prestige on properties or sites of unique historic, cultural and natural values worldwide.

2.3 THE WORLD HERITAGE LISTING

At its 17th session in Paris, the UNESCO General Conference has embraced the Convention Concerning the Protection of the World Cultural and Natural Heritage which sought to encourage the conservation of the cultural and natural heritages worldwide which have exceptional universal significance to humankind. Therefore, the idea of the World Heritage Listing (WHL) was henceforth initiated as of November 1972 (UNESCO, 2009).

The purposes of the WHL are: (i) The List is a means of recognizing that some places are of substantial significance as cultural or natural sites for the entire international community to feel responsible for them; and (ii) The List is a tool to promote conservation of the unique and fragile sites. By joining the Convention, a nation promises to take care of its site. There are ten criteria for inclusion in the WHL. The listed sites have to assemble at least one of the ten criteria and be associated by three inclusive components which are distinctiveness, historical genuineness and integrity or intactness (UNESCO, 2013a).

The following Criteria i to vi refer to cultural heritage sites and Criteria vii to x are related to the natural heritage sites (Table 2.1). The enforcement of these conservation principles began in 1977 and was authorized by 20 states. In 1978, the first lists of the WHSs of 12 sites were chosen. The Convention now includes 160 countries, and the WHL comprises of 981 sites, 759 (77%) of them attach to culture, 193 to nature, and 29 are mixed (combined cultural and natural heritage) (UNESCO, 2014). The growth in numbers of WHSs in the second half of the 20th century has been considered by many as the most important accomplishment of conservation actions (Abdul Ghafar, 2006).

Table 2.1: The Criteria of Outstanding Universal Value for UNESCO WHS (UNESCO, 2013a, p. 20)

Criteria for Cultural Heritage Site	
Criteria i	To represent a masterpiece of human creative genius.
Criteria ii	To exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town planning or landscape design.
Criteria iii	To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization, which is living, or which has disappeared.
Criteria iv	To be an outstanding example of a type of building, architectural or technological ensemble or landscape which it illustrates significant stages in human history.
Criteria v	To be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.
Criteria vi	To be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria).
Criteria for Natural Heritage Site	
Criteria vii	To contain superlative natural phenomena or areas of exceptional beauty and aesthetic importance.
Criteria viii	To be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.
Criteria ix	To be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals.
Criteria x	To contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

2.3.1 The Benefits of The UNESCO WHS Listing

There is growing evidence that any cultural heritage preservation carries benefits in many areas of life such as in the physical environment, economic development inclusive of a growing local economy and businesses, education and access to information as well as social development.

2.3.1.1 Environmental Benefits

According to Shackley (1998), the designation of the WHSs could effect better focus, planning protection and promotion of the assets which could lead to better conservation of the sites. In addition, the State Party of WHSs should have a Management Plan as well as a great legal structure as part of the Nomination Documents in order for the site to be awarded a WHS status.

This WHS status, according to UNESCO (1999) could lead to an increase in the level of partnership activity through the consultation of the stakeholders. This consultation is mandatory for the creation of the Management Plan. With the successful listing of the WHS, the site management and conservation plans could be enhanced throughout the recommendation process. Besides that there are various forms of international assistance provided by UNESCO for the State Parties, such as urgent situation aid, preliminary aid, education and study aid as well as technical cooperation (UNESCO, 2007).

Pedersen (2002) has found that the restoration of the WHS has directly enhanced the resources for tourism. The development of tourism has led to the success of education programmes, which could entice people around the world to come to enjoy one another's culture. As a result, with the coming of tourists, the heritage sites have been found to

have benefitted the tour operators to obtain financial benefits as well as the possibility of financing much of the needed conservation work of the heritage sites.

Moreover, the local historic environment has been found to significantly support the trade and industry of places by means of inviting new trades and populations, by promoting individuals to spend money locally and upgrading the location as tourism destinations. In addition, the development and rapid growth of the tourism activities as a result from the WHS status has been found to increase the migration of people who were attracted by the opportunities of the tourist industry and as employment opportunities offered by the urban expansion impact of the investment in the tourism industry (Pedersen, 2002).

World cooperation in the preservation efforts has also initiated awareness onto the local people by getting them involved in the conservation activities. Black and Wall (2001) have found that people's understanding and commitment to the environment have increased tremendously because of the UNESCO WHS status. Growing the consciousness of a site and its past could also help increase knowledge of the need to conserve and safeguard their heritage assets for future generations (Lake District World Heritage, 2009).

2.3.1.2 Economic Benefits

In general, Lazrak, Nijkamp, Rietveld and Rouwendal (2008) have found that a cultural heritage could generate various marketplace profits such as tourism incomes and spread out the hospitality and facility sectors. However, Tunbridge and Ashworth (1996) have found the evidence about the economic benefits to be mixed. In some cases, these

UNESCO sites have been found to have strong economic gains. But there were also some sites whose designation appeared to have gained little.

In addition, researchers have discovered that there were three important ways in which a designation could contribute to economic development of the site. First, the publicity generated by a global accolade. This has opened the door for the marketing and brand development that could build on the strong public recognition to the site. In contrast, negative changes such as dilapidation and money-making could be an effect of the site promotion by the WHS designation (Bianchi & Boniface, 2002).

The most visible and obvious of economic uses of the heritage have been found in cultural tourism (Tunbridge & Ashworth, 1996). The second arises from the potential to attract new businesses and investments to the sites and lastly benefits could arise by getting extra financial support for the management of this heritage site. Bianchi and Boniface (2002) as well as Smith (2002) have stated that a WHS listing could work to the advantage of the site and could lead to international tourists draw because of the WHS status. This notable announcement could attract more foreign tourists for the concerned site or city (Frey & Steiner, 2010). This cultural capital from the WHS designation has been found to offer an attractive useful asset to the local economy.

As Xiang (2009) has said in his study, the UNESCO WHS designation could usually enhance economic significance through international tourism. Heritage tourism is an effective means to realize the economic potential of the heritage. As a result of that, it has become a major reason why developing countries like China has applied for the UNESCO WHS designation (Xiang, 2009). Rifai (2006) and UNWTO (2008) have recorded that heritage and culture could account for almost 40% of all international trips undertaken.

Moreover, Kamamba (2003) as well as Kim et al. (2007) have found that cultural tourism in developing countries has been a contributing factor in earning tourism dollars to help in heritage conservation. Moreover, Din (2008) has found that cultural heritage has an impact on local prosperity such as the local businesses. Besides, the huge impact of the cultural heritage has also stimulated small-and-medium-sized business projects as well as growing new knowledge and marketplaces.

However, according to Xiang (2009), cultural tourism ideally should bring about economic benefits to the local communities. It provides a significant means and motivation for them to sustain their traditions, cultural identities as well as to enhance the life quality of the local communities. The economic problems of financing the preservation of the historic sites were obviously felt in most developing countries (Kim et al., 2007; Nuryanti, 1996; Xiang, 2009).

World-wide, most local and national governments have also experienced a similar situation whereby they found that they have not been able to conserve and improve a large majority of their most precious historic monuments and their environments (Steinberg, 1996). The WHS designation is believed to be able to respond to the problem through the World Heritage Fund (WHF). However, Hawkins (2008) has reported that the WHF had provided approximately USD \$4 million dollars yearly to aid in recognizing, conserving and publicizing the sites.

UNESCO (2007) has specified that the emergency fund is meant for critical activities required by destruction produced by man-made or natural failure. Also if a site is found to be in threat, the concern and the money of the State Parties should be directed to the preservation requests of these particular endangered sites. The WHS designation is believed to be able to attract the attention of potential donors. Moreover, Frey and Steiner

(2010) have found that donors who frequently grant funds for cultural, artistic or spiritual reasons were ready to offer extra to the WHS. In addition, the increased popularity could bring in new donors.

2.3.1.3 Social Benefits

The global community and future generations have benefitted from the conservation of every WHS even though it belongs to a particular country. Other than this global significance, the WHS designation therefore is able to deliver strong social benefits particularly to the local people. Most WHSs have encouraged strong public participation and inclusion according to UNESCO. It is stated in the UNESCO Convention, that the States' Parties have been forced to involve the public and residents in the awareness and conservation of their heritage sites.

According to Article 5(a), the States' Parties are encouraged to adopt a general policy to conserve the cultural and natural heritage in order to give a function in the life of the community. Therefore, obligations are imposed that extend beyond the specific sites inscribed on the WHL. The UNESCO Recommendations Concerning the Protection, at National Level, of the Cultural and Natural Heritage, also completes these requirements (UNESCO, 2002).

The WHS status has been found to deliver strong social benefits in order to improve the community sustainability because they have generated more demand for services (Engelhardt, 1997). Moreover, Timothy and Boyd (2003) have found that the conservation and re-use of the heritage structures in town areas have not only resulted in city centres improvement but also its air quality. As a result, health and well-being were improved because of the recreational opportunities provided in relation to the cultural

tourism development. As all have realized that with the WHS, the status for retaining a good living quality and a vigorous daily life is a powerful socio-economic rationale. Through the WHS, the local people's livelihoods and their quality of life have been found to be enhanced and this would be conducive to the overall sustainability of the heritage resource (Xiang, 2009).

Social revitalization of communities and neighbourhoods could lead to the renewal of the historic city centres (Laws & Pan, 2008). An important indicator of the quality of life is the physical access to the historic buildings. However, employment, residential, retail and leisure uses have been found in the older settlements. For all these reasons, the modern and sustainable environment one enjoys today should be continued for future generations.

This historic environment possessing an exceptional and lively evidence of human being action has created it to be a part of the heritage. The knowledge, beliefs and traditions of the diverse communities are reflected in the community spirit, local pride and a source of identity. Moreover, Smith (2002) has asserted that the national, regional and local political support have boosted the WHS listing. According to Shackley (1998), the WHSs have brought about nationalism. Jimura (2010) and Smith (2002) do believe that different agencies within a WHS could enhance their ties through the WHS designation. According to ICOMOS (1999), a WHS urban zone would grow to be a magnetism for those residing within the site.

In addition, Orbasli (2000) has argued that the WHS designation could enhance the community's awareness and pride in their culture. Based on the Lake District World Heritage (2009) study, the WHS status has become a tool for developing local confidence and civic pride in that area. Numerous studies in the United Kingdom have stated that the

WHS status has given the local people an enhanced sense of pride in terms of the history of the area (Vaidyanathan, 2010).

The WHS status is believed to have been an inspiration in developing learning and educational projects as well as attain a heightened public awareness (Hawkins, 2008). Hawkins (2008) has stated that their heritage has brought about understanding and appreciativeness of the various methods in which different generations and communities perceive its values. As a result, the community's active participation has encouraged the caring for the historic environment.

Almost all WHS have environment and heritage education programmes encouraged by UNESCO. The UNESCO World Heritage Centre had organized several training workshops in promoting Education for Sustainable Development (ESD) (UNESCO, 2006). Innovative approaches to discover and learn about the historic environment as well as expose youths to the new environments, different cultures and world influences captured in the WHSs were also encouraged.

In the Southeast Asian region, amongst the objectives of the programmes are first, to encourage the participation of school teachers and educators in the conservation and knowledge programmes designed for protection of heritage sites and cities. Secondly, these programmes would assist teachers and educators with a type of educational tools as well as a methodology, which could facilitate young people's engagement in the WHSs through engaging in arts projects that could reflect their local contexts, issues and concerns. The WHS status is believed to have helped increase awareness of the local people to participate in the WHS programmes and initiatives (Black & Wall, 2001).

Moreover, UNESCO World Heritage Centre has been supporting involvement of the community in the conservation of their heritage (UNESCO, 2013b). The researchers have found that most of the WHSs have shown an average performance in the education and training field. But the current literature has shown that an international recognition could also stimulate local interests and attract people to the area (Black & Wall, 2001).

UNESCO has been providing the accepted heritage sites with expert advice and technical assistance in the type of a wide-ranging site manager's manual. According to Hawkins (2008), it gives advices on the extensive administrative problems such as employment, financial plan, understanding, promotion and guest registering. The value and care for the historic environment has been based on expert advice. The critical part in distinguishing, corresponding and maintaining the recognized values of the areas has been assisting those to improve and articulate the values. It has also found to be essential to transmit worldwide expertise required to maintain the heritage site.

2.4 VALUES OF CULTURAL HERITAGE

UNESCO (2013) in its Operational Guidelines for the Implementation of the World Heritage Convention has stated that as a whole the cultural and natural heritage are assets that are priceless and irreplaceable, not only of each nation but of humankind. A simple economic concept such as scarcity and opportunity costs can be readily applied to the analysis of decisions concerning the cultural heritage. The Guidelines state what can be preserved and what cannot. How much renovation or restoration is warranted? Whose preferences should guide conservation decisions? Cannon-Brooke (1996) has stated that despite the obvious relevance of the economic concepts to answering such questions, heritage professionals have feared that the cultural decisions would inevitably be changed into economic decisions.

In any case, these professionals were not put off by financial concerns but their decisions were based purely on cultural grounds. Based on numerous studies, this state of affairs has changed. Firstly, heritage managers worldwide during the 1980s and 1990s were affected by the shrinking budgets and tightened financial constraints. Secondly, conservationists realized that not all economists were insensitive; rather the latter were able to bring about logical ways that could assist to realize better conservation results (Hutter & Rizzo, 1997; Peacock, 1998; Rizzo & Throsby, 2006; Rizzo & Towse, 2002).

However, Throsby (2010) has stated that cultural heritage assets could be treated as economic capital. The conservation of this cultural heritage would incur investment of resources in their manufacture or creation. The researcher is of the opinion that the cultural heritage assets could act as stores of value and as on-going resources of capital services eventually. They would decrease in value if not preserved. Moreover, many researchers have suggested that cultural capital is a kind of capital distinct from other forms of capital (Cheng, 2006; Throsby, 1999; Ulibarri, 2000).

Treating heritage as cultural capital has some attractions to the economist and policy analyst. Defining heritage as capital could enable concepts such as investment, depreciation, rates of return and so on, to be applied to its evaluation and management (Throsby, 2010). Furthermore, regarding heritage as cultural capital could build a link with the well-established theory of natural capital, which has formed a core component of the discipline of ecological economics (Costanza, 1992; Edward Jones, Davies & Hussain, 2000; Jansson, 1994; Tisdell, 2003). The concept of natural capital comprises renewable and non-renewable resources and it is mostly referred to as biodiversity. Harmon (2007) has discussed these natural phenomena extensively. Other analyses have indicated the potential contribution that the parallel concept of cultural capital could make to the formulation of the cultural policy (Harmon, 2007).

Value is the sole reason for heritage conservation. According to Mason (2002), no society would make any aim to preserve if it does not hold any price. Nevertheless, according to Throsby (2003), values are defined with two meanings, firstly, as an ethical philosophy, or other idea that works as a guide to act; and secondly, it refers to the level of excellence and character perceived in objects, particularly the high-quality character (authentic and prospective). This research study is however, focused particularly on the second definition.

In the second definition, value indicates usefulness and benefits. The English Heritage has classified heritage as an intellectual activity but it has influential, symbolic, and other functions in society (Mason, 2002). As specified above, a number of different values can be found in a heritage site, building, or object. One can find a lot of value in a heritage place. According to the Consulting Group Allen (2005), heritage may not be a goods or resource in segregation. It is a quality of various goods, which include other qualities and services.

Another important insight about heritage values is given by Mason (2002). The values of heritage are that they are contingent and not independently specified. The heritage values are usually hypothesized in the conservation subject. The idea of heritage values being authentic cannot simply be found, fixed and unchanging. Again, according to Mason (2002), the interaction of an artefact and its contexts has produced values, which do not appear from the artefact itself. The values of the artefact and its contexts should be seen from the social, historical and even spatial contexts.

However, Xiang (2009) has stated that usually, values were expressed by professionals' study of heritage as a masterpiece or a historical evidence. Other factors such as finances, cultural transformation, public guidelines and social problems have recently been

considered by the conservationists. However, there are some researchers such as Navrud and Ready (2002) who believed that some factors have yet to be completely included into the field.

The categories of terminology have been clearly spelt out and well-known in the heritage economics literature (Navrud & Ready, 2002; Ready & Navrud, 2002; Throsby, 2001, 2007; Tuan & Navrud, 2007; Tuan, Seenprachawong & Navrud, 2009). Throsby (2007) has defined the characteristics of cultural goods to include their aesthetic properties, symbolic meaning, spiritual significance, historic importance, authenticity, integrity, uniqueness and so on.

2.5 CATEGORIES OF THE HERITAGE VALUE

Recently, two meta-categories of the heritage value have found distinction between the terms economic value and cultural value. Moreover, Zhang (2010) has stated that cultural heritage should have both economic values as well as cultural values. Throsby (2001) has suggested that within the standard economic model, the economic-cultural distinction has been used to measure the value of a cultural good.

Table 2.2 has outlined the examples of the heritage value typologies summarized from various studies and organizations. The typologies summarized the same point but segment it in different perspectives. The Table has summarized the types of value frequently related to heritage areas and conservation problems. However, not every heritage site has every type of value. Nevertheless, according to Mason (2002), conservation planning and management need to include these categories in order to shape decision-making.

Table 2.2: Typologies of Heritage Value Summarized by Different Researchers and Institutes (Table formulated by Noor Fazamimah, 2014)

Reigl (1902)	Lipe (1984)	English Heritage (1997)	Frey (1997)	Australia ICOMOS Burra Charter (2013)
<ul style="list-style-type: none"> • Age • Historical • Commemorative • Use • Newness 	<ul style="list-style-type: none"> • Economic • Aesthetic • Associative – symbolic • Informational 	<ul style="list-style-type: none"> • Cultural • Educational & academic • Economic • Resource • Recreational • Aesthetic 	<ul style="list-style-type: none"> • Monetary • Option • Existence • Bequest • Prestige • Educational 	<ul style="list-style-type: none"> • Aesthetic • Historic • Scientific • Social/Spiritual

There are considerable similarities among the values in Table 2.2. According to Throsby (2001), the major difference between these heritage values can be seen in the different theoretical frameworks and methodologies employed to express them. With different frameworks and methodologies, the two major categories of the heritage values are social-cultural and economic. Economic and cultural aspects have been used as two different methods of categorizing the same wide range of the heritage values (Throsby, 2001).

Table 2.3: Heritage Values Typology (Throsby, 2001)

Socio-Cultural Values	Economic Values
Historical Cultural/symbolic Social Spiritual/religious Aesthetic	Use (market) value Non-use (non-market) values Beneficial externalities

Moreover, Throsby (2001) has also said that the group of the socio-cultural values has not been clear and special. Actually, they replicate widely. This group differs with the classes of the economic values pillar, which are aimed to be different and special of one

another. The following are the detailed discussion on the social-cultural values and economic values:

2.5.1 Social-Cultural Values

Klamer (2003) has stated that the social-cultural value has been found to beat the traditional pillar of conservation where the values were emotionally involved with an entity, structure, or site. This is because they have held value for individuals or community groups due to its age, beauty, creativity, or relationship with a important individual or occasion (otherwise). Types of socio-cultural values summarized in this thesis are seen to overlap (Klamer, 2003; Mason, 1998; Throsby, 2001). For instance, for a congregation's on-going use of a historic mosque.

The history of the ancestors praying in the mosque and playing a role in the development of the neighbourhood could be defined as a spiritual or religious value. It could also be classified as a historic value. The unique design of the structure and its fixtures could be defined as an aesthetic value. The use of the mosque for non-religious gatherings could then be considered as a social value. However, all these uses are seen to be strongly interrelated. It is vital to recognize that these uses have diverse values for the reason that they are found to correspond to diverse values of the heritage to another stakeholder groups, and then for making management or conservation decisions.

2.5.1.1 Historic Value

The very notion of heritage lies in its historic value. According to Mason (2002) the elementary character and significance of heritage objects is found in the historical characteristics of a site. However, the Australia ICOMOS Burra Charter (2013) has

stated that a site could contain historic value when it has been affected by an historic figure individual, occasion, period or action. The two most significant subtypes of historic values are the educational and artistic values.

Archaeology or an artist's inventive analysis of the historical evidence incarnated in the heritage according to Frey (1997) has educational value because of its possibility to obtain experience about the earlier period in the future. An object's artistic value is measured by an object's being sole, being the most excellent, being an excellent model of, being the masterwork of a special person, and so on. It is also a category of historic value (Frey, 1997).

2.5.1.2 Cultural Value

Another notion of heritage is the cultural values. It is found that there could be no heritage without any cultural value. The cultural value could be multi-faceted, unsteady, disputed, lacking accountability, and might not have any quantitative or qualitative characteristics (Mason, 2002). However, Throsby (2001) has included aesthetic, spiritual, social, symbolic, historical and authenticity values into this category. The cultural values are found to be important for cultural relationship in there. They could be historical, political, ethnic, or associated to other methods of living together.

2.5.1.3 Aesthetic Value

The aesthetic value would, however, refer to the sensory perception experience of a place (Australia ICOMOS Burra Charter, 2013). Another source of aesthetic value has included the design and development of a structure, entity, or place. The aesthetic value includes all the senses, for example the form, scale, colour, texture and materials of the structure

or scenery, and the scents and sounds linked by means of the site and its practice (Australia ICOMOS Burra Charter, 2013; UNESCO & Institute for Tourism Studies, 2007). Thus, the sensory experience that a heritage site could offer can be termed as the sensory experience. According to Mason (1998), the aesthetic value is a pronounced influence to a sense of happiness and is maybe the most special and distinctive of the types of socio-cultural value.

2.5.1.4 Social Value

The concept of social value by Burra Charter embodies the spiritual, political, national or other cultural reaction to a popular or insignificant group. This concept should follow nearly the notion of social capital (Mason, 2002). However, she has also stated that the social values of heritage has enabled and facilitated interpersonal relationships, groups, communities and societies. Klammer (2003) has included social meetings for example festivities, marketplace, picnics, or other activities to be the social value of a heritage site whereas Williams (2004) has included the place attachment aspects to the heritage value. However, he has also stated that place attachment should refer to the social interaction, racial character, or other belief of association of that local community or national groups of their home territory.

2.5.2 Economic Values

One of the most potent methods in which the public recognizes, measures and chooses on the comparative value of things is through the economist valuation (Throsby, 2007). The economic values have been found to intertwine greatly with the socio-cultural values defined above, and they were differentiated mostly since they were assessed by economic studies (Mason, 2002). In other words, the economic values have been found to be

different because the values could be assessed by individual consumer and firm choice (utility) in terms of price (Mourato & Mazzanti, 2002). However, not all economic values have been assessed in market values.

Heritage assets are goods with economic value (Provins et al. 2008). The terminology of economic goods applies to materials which can help to obtain human wellbeing for whatever purpose. This is because heritage has been found to be positive for the wellbeing (Mourato & Mazzanti, 2002). Many cultural heritage goods have been broadly interpreted and accepted within a class of goods by economics. They are then categorized as public goods (Holcombe, 1997; Noonan, 2002; Ready & Navrud, 2002; Throsby, 2010). Therefore, a public good by definition would carry some economic values due to the conservation of the heritage.

By economic theory, a public good has been those whose benefits could accrue to everyone in a given community as a good. It possesses the characteristics of non-excludability and non-rivalry (Holcombe, 1997; Noonan, 2002; Ready & Navrud, 2002; Throsby, 2007). These goods have then been characterized by their open-access and non-depletable nature. Its availability should be enjoyed freely by each and sundry. Therefore, no one should be deprived from its use. Moreover, the quality of the good would not deteriorate when someone has benefitted from it (Noonan, 2002). Samuelson (1954) has defined a public good more precisely and technically, when he says that once a good has been produced for some consumers, other consumers should be able to enjoy it at no extra cost.

Excludability is emphasized by Ready and Navrud (2002) as an important consideration in producing more value of the public goods. Goods that have been produced would be then available for consumption and if people find it difficult to obtain them then they are

considered to be non-excludable. Cultural heritage goods could vary in their degree of excludability (Ready & Navrud, 2002). Rivalry is then the inability of multiple consumers to consume the same goods. Goods that are non-rival consumption goods are also called joint-in consumption or collective-consumption goods.

According to Ready and Navrud (2002), many cultural heritage goods could exhibit intermediate levels of rivalness. However, they have described that to be pure public goods. The goods must have both properties of non-excludability and non-rivalry in consumption. Public goods are classified as non-market goods because these goods are non-exchangeable anywhere (Throsby, 2010). Their benefits have arisen outside of the conventional market processes.

As Figure 2.1 below shows, a number of categories of value can be totalled up to become the sum total of the economic value. From the literature, the Figure shows subdivision of the direct use-value and indirect use-value.

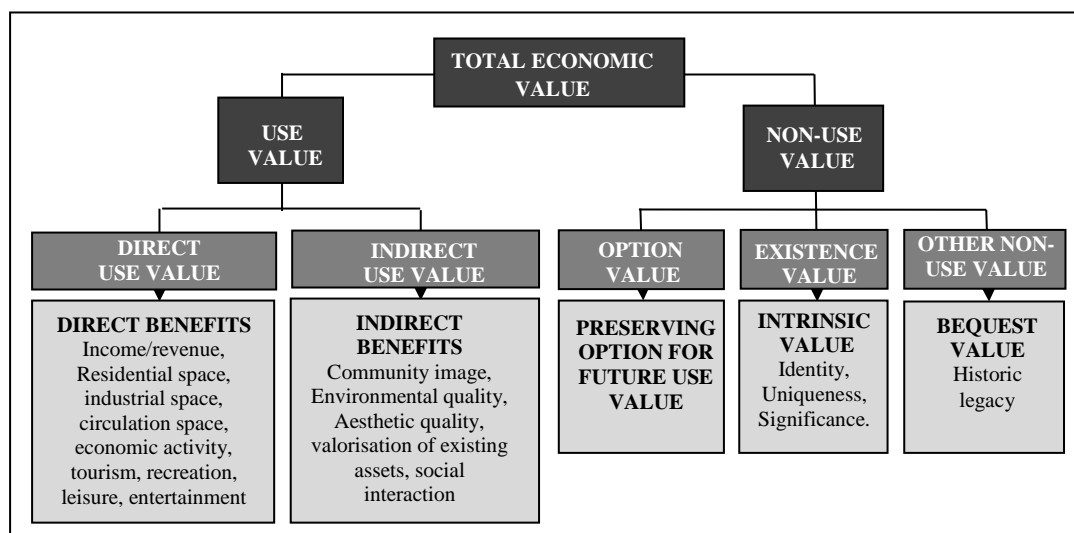


Figure 2.1: Categories of Economic Value of Cultural Heritage (Mason, 2002)

2.5.2.1 Use Value (Market Value)

Throsby (2007) has defined the use value to be the value that is due to anyone, family or corporations when they directly consume the heritage services. However, Mason (2002) has stated that use values are market values and mostly refer to the values obtained by the direct use of the goods or services related to a heritage site. For example, all these items such as entry charges for a heritage site, the land price and the emoluments of the staff have been categorized as use value because they have been traded in the marketplace. Economists have classified these use values according to the neoclassical theory which are vulnerable and they have been normally termed as price (Throsby, 2010). This use value can be classified into direct and indirect use value.

The Consulting Group Allen (2005) has defined direct use value as the physical assets of any historic house, building, etc., which contain a 'use value'. This use value of the heritage could increase in value because stakeholders would obtain additional benefits from the use of it. However, other benefits can be a sense of identity, social activities and aesthetic use of the heritage (Mason, 2002). The marketers have found the direct use values to be positive in assessing the direct use value of a historic building used for commercial purposes. Throsby (2010) has found in his research that the heritage status would bring about positive premiums on the price of houses or other buildings.

2.5.2.2 Non-use Value (Non-market Value)

The second facet of the individual valuation has been the non-use or passive use values. These passive use values of the cultural heritage that have been the values not established in the market processes but only enjoyed by individual were categorized as non-rival and non-excludable public goods (Throsby, 2001, 2010). Moreover, Mason (2002) has found

that non-use values were difficult to be expressed as economic values because the goods were not traded in the marketplace and therefore they cannot be expressed in terms of price. For example, many socio-cultural values were also non-use values. However, they could acquire some economic values because stakeholders were willing to spend money to conserve them. According to Rolfe and Windle (2003), non-use value was found to be an important component of values for many cultural heritage sites. However, Seenprachawong (2006) in his study in Thailand has declared that this non-use value was found to have greater importance than the direct-use value.

For the 20 years or so research in environmental and ecological economics has found that the non-market benefits of the natural environment have identified three types of non-use value that have been related to heritage (Throsby, 2007, 2010). The intangible assessment of the heritage such as option value, existence value and bequest value accounts for this non-use value (Kim et al., 2007; The Consulting Group Allen, 2005; Throsby, 2007, 2010). These terms are explained in more details below.

i. Option Value (Preserving Option for Future Use Value)

The Consulting Group Allen (2005) has defined option value as a future use value, whereby a person or an individual puts value to the option when he/she has a plan to visit a heritage place. This option means someone has the opportunity to enjoy the heritage's services in the future.

ii. Existence Value (Intrinsic Value)

Existence value or intrinsic value means that individuals have put a value to a heritage although they themselves might not immediately consume its services directly. It has

been found that due to its permanent existence, an individual believes that he/she might benefit from the heritage. If it were destroyed then people would feel a terrible loss (The Consulting Group Allen, 2005).

iii. Bequest Value (Historic Legacy)

Bequest value could stem from the wish that the next generations would inherit a heritage asset, which then becomes a shared cultural legacy. It has been found that this concept means our future generations should take some responsibility to conserve heritage assets.

When determining the economic value of a cultural good or service, all these values needed to be accounted for. They can be measured by finding out how much people volunteer to pay for the enjoyment of these assets for example by donating to a specific fund, or through an earmarked tax increase (Throsby, 2010).

2.6 VALUATION METHODS IN VALUING CULTURAL HERITAGE

As discussed in the previous section, Outstanding Universal Value (OUV) criteria in fact have provided a unified standard worldwide general framework for the world heritage site designation, but those criteria have been found to be quite subjective and mostly confined within the scientific value defined by professionals (Zhang, 2010). However, Throsby (2010) believes that the public's view has been greatly important in valuing the cultural heritage. Involvement of the public in valuing the cultural heritage would be more influential in the sustainability of their heritage.

Applications of the environmental valuation techniques have prevailed in heritage recently because of their advantages to capture the non-market preference, thus more

accurately representing the invisible value in the public eyes (Navrud & Ready, 2002; Ready & Navrud, 2002; Tuan & Navrud, 2008). There are several ways and well-developed methodologies existing in principle to go about estimating the value of public goods. The methods used to assess non-market demands for the heritage can be classified as the Revealed Preferences (RP) and Stated Preferences (SP) methods.

The Revealed Preferences is a method of analysing choices made by individuals, mostly used for comparing the influence policies on consumer behaviour (Samuelson, 1954). The Hedonic Pricing method and Travel Cost method have been found to be the most popular Revealed Preferences technique (Moons, 2003). When data on market activities were available, these methods could only be applicable which included an item showing the value of a good or service (Choi et al., 2009). However, Choi et al. (2009) have suggested that when consistent market reports were not obtainable, researchers could generate an imaginary scenario to represent the client choices.

The Stated Preferences method has been found to be usually used to deduce the economic value for this hypothetical market of the public goods. The Stated Preferences approach would usually ask respondents to specify their highest WTP value for the public goods. This method has been found to be able to summarize both use values and non-use values, the figure of which would give the total economic value (TEV) of the public goods (Throsby, 2003). Two economic valuations of the Stated Preferences methods most commonly used for the heritage assets have been the Contingent Valuation (CV) method and the Choice Experiments (CE) method. These two methods have been found to be the best approaches to assess the TEV of the cultural resources when no business was done in the marketplace (Mourato & Mazzanti, 2002).

2.6.1 Contingent Valuation Method

The Contingent Valuation or CV has been a direct Stated Preferences technique where respondents were asked their WTP value for the benefits offered, or their willingness-to-accept (WTA) to reimburse their deficit (Tuan & Navrud, 2008). In theory, using welfare economics the CV has assumed that the stated WTP amounts were used to fathom the respondents' hidden choices (Navrud & Ready, 2002).

2.6.2 Choice Experiments Method

This method is also known as Choice Modelling (CM). The Choice Experiments (CE) has been developed as alternative method to the more popularly used CV method (Choi et al., 2009; Tuan & Navrud, 2008). For this method, the individuals were not requested for their WTP value immediately but they were offered with some degree of choices (Provins et al., 2008). However, Choi et al. (2009) have stated that the CE Method was designed to overcome the limitation of the CV method and to augment the behavioural consistency of the valuation models. The hypothesis of value quality in which a good can be observed as being a package of attributes and their rank has been used to formulate the CE Method (Choi et al., 2009; Choi, Papandrea & Bennett, 2007).

Figure 2.2 shows a variety of popularly used economic valuation techniques. Some other economic valuation methods have not been based on the social aspects such as energy analysis and implicit valuation. These economic valuation methods were not used to really measure the welfare provided by the culture and therefore they are discounted here.

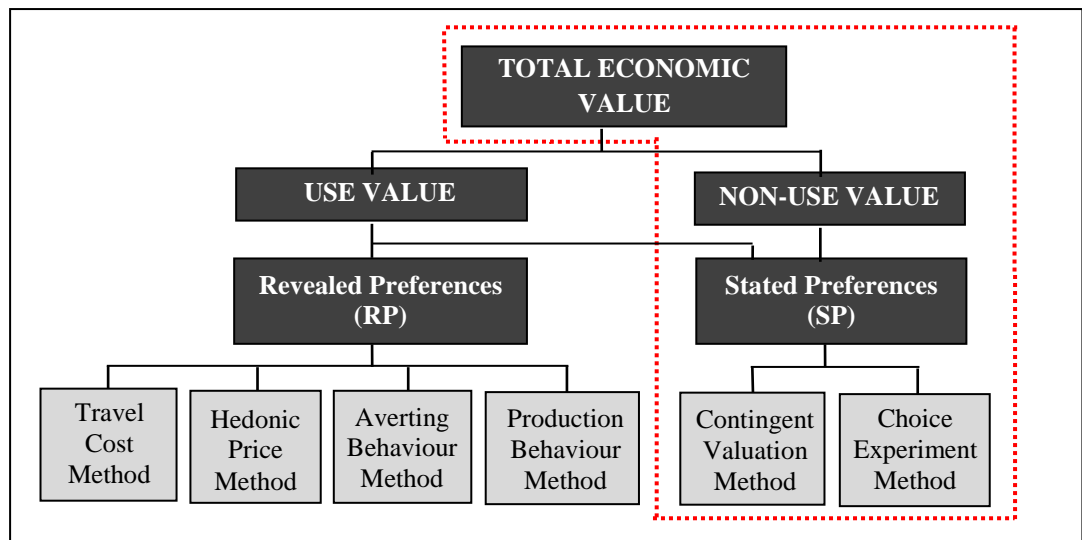


Figure 2.2: Economic Valuation Techniques (Adapted from Choi et al., 2009)

As shown above, environmental economics would use these valuation methods. They were found to be readily applicable to heritage valuation because they were simulated from the ideas of natural capital and cultural capital. In economics terms, cultural heritage might be considered as cultural capital (Throsby, 1999; 2001). In economics sense, natural assets, flora and fauna as well as biodiversity have been classified as the natural capital. However, tangible and intangible cultural assets, cultural ecosystem and network as well as cultural diversity have been classified as cultural capital (Throsby, 2007). Sustainable resource management consists of the ecologically SD which has an obvious counterpart in the emerging concept of the cultural SD (Throsby, 2003). Thus, the Consulting Group Allan (2005) has found that the techniques for the economic valuation from the natural capital could be used directly to assess the benefits from the cultural capital. A number of CE studies in Australia have demonstrated its usefulness.

According to Navrud and Ready (2002) as well as Tuan and Navrud (2008), cultural heritage goods have been found to be appropriate to the CV studies because most respondents have accepted the concept of the public availability of these goods. Choi et al. (2009) have also reported that the use of the CV method has been found to be more dominant than the CE method in estimating the value of the cultural heritage sites. This

has made it as the sole choice for assessing the cultural heritage goods. The value of the cultural heritage and the applicable valuation method based on the literature reviewed in this study are summarized in Table 2.4. This categorization of value has served as a basis in the formulation of the conceptual framework of this research study.

**Table 2.4: Value of Cultural Heritage and Applicable Valuation Method
(Adapted from Choi et al., 2009)**

Categories of Value		Component of Value	Indicators	Applicable Pricing Methodology	Advantage of Methodology
Use	Extractive, Consumptive	Scientific or research, historic	Archaeological treasures, historical exhibits, structures (tangible resources)	Market pricing methods	Use market price
	Recreational	Social, economic, aesthetic	Transportation cost, opportunity cost, access fee	Travel Cost	Based on a generalized travel cost to destination
	Aesthetic value	Aesthetic	Transportation cost, opportunity cost, access fee	Travel Cost Hedonic price, Contingent Valuation	Market price of rent and wage, and generalized travel cost to destination
Non-use	Existence, Option and Bequest	Aesthetic, historic, scientific or research, social or economic	WTP to avoid damages to cultural resources	Contingent Valuation	Able to capture the non-marketed attributes of the goods

2.7 THE IMPORTANCE OF ECONOMIC VALUATION FOR THE CULTURAL HERITAGE CONSERVATION

Many researchers have argued that cultural heritage is a miscellaneous good because it has a multi-component, multi-significant and multi-characteristic environment. It can help to generate private, public and shared benefits for the present, potential, and upcoming users and even for non-users (Mason, 2002; Mazzanti, 2002). The benefits of the cultural heritage depend on how sources are owned and thus, how organization and services are supervised, planned, and presented. The financial administration would invariably affect stakeholders' welfare, way of thinking, and involvement towards the cultural heritage. In the perspective of this research study, the economic valuation tool

which might be used to help policy makers and managers have pertained to three major fields, i.e. managing, financing, and resource allocating.

2.7.1 Management of Cultural Heritage Site

According to Mason (2002), these types of economic valuation studies might serve to reinforce decisions and policies with respect to provide changes, attractions, shows or improvements for these cultural sites so as to gain maximum profits, revenue and accessibility. However, as stated by Ahmad (2009), Hanley and Barbier (2009), Afroz, Hasan, Awang and Ibrahim (2005) as well as Samdin (2010), assessing contamination, tourism, and development destruction of the cultural sites can also apply the economic valuation study method. The findings from these research studies have been useful for management to look into what type and degree of conservation and to prioritize among competing projects at the foundation level (Mason, 1998; Nijkamp & Riganti, 2008).

Additionally, Tuan and Navrud (2008, 2007) have revealed that this type of economic valuation research study could estimate the need for a cultural heritage and to anticipate future forecast, estimate the cost and the profits elasticity of demand for the cultural assets. Other than that, it would be used to measure non-visitors' expected needs and to investigate the reasons for such a demand (Mason, 2002). Moreover, an economic valuation study would be useful to design suitable pricing techniques for cultural sites who pays what, when, and how (Avrami et al., 2000; Provins et al., 2008; Throsby, 2003, 2007).

Again, the economic valuation research study would be able to assess tourists' needs and experiences both before and after the visit and evaluate their reiterated experiences as well as their socio-economic attributes (age, sex, membership, income, education,

attitudes). All these variables could explain visitation rates and spending patterns. This type of study could be used to identify groups that might not visit because of prices and certain prohibitive management policies as well as evaluate the impacts of congestion-reduction options (Navrud & Ready, 2002; Ready & Navrud, 2002; Tuan & Navrud, 2007, 2008)

2.7.2 Financing The Cultural Heritage

Regarding financing of the cultural heritage, an economic valuation study can be used to evaluate the existence and measure the WTP value for accessibility, conservation and development of the cultural heritage (Avrami et al., 2000; Nijkamp & Riganti, 2008). According to Kim et al. (2007) as well as Mason (2002), an economic valuation study can also be utilized to analyze costing structure for the cultural sites such as fair pricing, socio-economic price inequity, controlled prices, inter-temporal price prejudice, and so on. Besides that, it could be used to investigate how much people were willing to pay varying across various socio-economic groups (Navrud & Ready, 2002; Ready & Navrud, 2002; Tuan & Navrud, 2007, 2008).

An economic valuation study would quantify the margin between the community's revenue earned by the cultural heritage and the expenditure used to provide them (Choi et al., 2007; 2009). In addition, this type of study would help stakeholders to organize funding strategy such as local and general levies, personal contributions, finances, admission charges, and public-private collaboration. It can also be used to design incentive systems in order to finance conservation as well as could be used to investigate justification for the cultural heritage (Lazrak et al., 2008; Nijkamp & Riganti, 2008; Tuan & Navrud, 2008; Tuan et al., 2009).

2.7.3 Resource Allocation

Cheng (2006) and Throsby (2002) have found that an economic valuation study could be used for policy decisions, such as budgeting between the cultural heritage and other areas of community expenditure. Moreover, public participation in the economic valuation study could also be used in strategic policy when seeking community assistance (monetary and non-monetary) for the cultural area or a precise cultural organization (Anh, 2001; Francillon, 1975; Hajialikhani, 2008) and for allocating cultural budgets within competing institutions/areas (Kim et al., 2007; Mason, 2002).

Public's gratification for the present cultural services as well as the organizations' status with benchmarking can also be done by using this type of economic valuation study (Anh, 2001; Francillon, 1975; Hajialikhani, 2008). Results from this type of economic valuation studies could be used for measuring and ranking interventions in the cultural sector such as in determining whether a given cultural asset is worth conserving and, if so, how and at what point. Finally, yet importantly, an economic valuation study could be applied by investors to choose which areas in a town or cultural areas were more financially significant.

As shown above, managing, financing, and resource allocating plans have been found to be intertwined. An economic valuation study is useful in all three areas for comprehensive cultural policies. It can also be utilized to estimate accessibility, conservation, or quality development goals. Its key purpose is to show how economic values be real and how to quantify them. By implementing all the research information above, it could not only create an efficient site management through an efficient pricing system but could also support in the long-term SD of the cultural heritage site conservation (Samdin, 2010).

2.8 WORLDWIDE PRACTICES ON VALUING THE NON-USE VALUE OF CULTURAL HERITAGE

The aim of this section is to explore the worldwide practices of the economic valuation on the non-use value of the cultural heritage. The stated-preferences techniques (mainly CV) have been the main focus of this review of the rising study on the assessment of the cultural gains. As noted in this thesis earlier, the CV methods have been used in recent years for cultural heritage economics. So far, only limited research has been done using this CV methodology. According to Tuan (2006), there have been about 50 valuation studies done on cultural heritage sites worldwide (Tuan, 2006). Thus, researchers agree that this is small compared to the 5,000 and so environmental valuation research that have been carried out internationally mostly from the developed countries (Mourato & Mazzanti, 2002; Navrud & Ready, 2002; Noonan, 2002). Recently, however, the CE approach has also been used for cultural heritage valuation.

Initial studies on the cultural heritage valuation were concerned with finding a price for the cultural goods because they use a then-novel method in the area. Later studies concentrated on sampling, study models, application, statistical estimates and testing as well as discovering the nature of the people's choices towards the cultural goods. In this regard, the cultural heritage valuation studies are still at an infant stage as compared to environment or health studies.

In Japan, Kakiuchi (2004) has made an effort to evaluate social benefits of the non-use value of the Gokayama Village, Japan. The study has considered the non-use values such as option value, existence value, bequest value, educational value and aesthetic value. The results of his study have shown that the benefits of the cultural heritage have been increasing yearly nationwide. His study has found that cultural tourism could help a

better understanding of culture by the tourists. It was also found that in order to preserve heritage it was pertinent to provide more information to tourists as well as to promote membership programmes in order to involve more tourists in the conservation. In this way, more tourists could be attracted to come but the heritage would not suffer from resulting overuse.

There are various factors to be considered in the actual process of policy planning. The CV method findings of his study have shown the data of reliable social benefits of the respondents' choices. However, the CV method outcomes could be seen as a community view, because the average WTP value was the sum of which 50% of the respondents were willing to give. It has been found that by doing so the survey has acted as the public voting and this can be one of the ways to assess policy consensus for costing (Kakiuchi, 2004).

Meanwhile in Australia, Rolfe and Windle (2003) have conducted a study on assessing the values for protecting the aboriginal cultural heritage sites in central Queensland. In order to assess the non-use of protecting the cultural heritage sites vis-a-vis water supply distribution and irrigation growth, the researchers make use of the CM method. In their study, a native population, a regional centre and city centre residents were used as sample. Findings of their study have shown that there were major variances in values among the native and common people groups. They found that the common people groups had refusal values for the cultural heritage site conservation (Rolfe & Windle, 2003).

In Thailand, Seenprachawong (2006) in his study has elicited the non-market value of restoring the historic temples in the central region of Thailand through a CV study. His study has shown that the CV method could be used to assess the non-market values of

these historic temples. Generally, the study found that Thai people have had a progressive attitude towards the restoration of historic temples. The deterioration and damage to the historic temples was found to be unwarranted and that the Thai public was prepared to pay to conserve these temples. His study had identified that there were good possible policy usages of the value estimates.

First, the researcher found the valuation estimates were practical for undertaking restoration programmes for historic temples. Second, he found that the valuation estimates were also useful in assessing the level of efforts and resources that should be devoted to restoring the historic temples. Finally, the funding decision-making was executed more easily when funding choices had to be made among competing programmes under the cultural heritage conservation (Seenprachawong, 2006).

The assessment of the value of rehabilitating the Fes Medina in Morocco was another important study on assessing the non-use values by Carson et al., (1997). The study surveyed 600 respondent visitors to represent visitors, both visitors and individuals stay in for trade or other reasons. The WTP value for specified improvements was the main target for the Fes Medina's use and non-use values. Respondents were asked to assess the current appearance of the Fes Medina besides asking them how the authorities could continue to make Fes Medina to be a dynamic and lively city as well as preserving the long-established quality and cultural heritage for the next generation of Fes Medina. In order to achieve the above targets, visitors were asked whether they could be charged a special fee when registering at the hotels. The study found that Fes Medina's visitors were ready to reimburse US\$70 each for the project. However, other Morocco's visitors were ready to reimburse only US\$30 each.

2.9 CULTURAL TOURISM IN THEORY AND PRACTICE

2.9.1 Defining Cultural Tourism

The United Nations World Tourism Organization (UNWTO) has two explanations of cultural tourism. In a wider meaning, cultural tourism ensures all movements of people in order to satisfy their need for variety. In so doing, the individual tends to acquire a higher cultural level with new knowledge, experience and encounters. In the narrow sense, UNWTO has classified learning trips, arts performance, cultural trips, trip to fiestas and other associated occasions as cultural tourism (UNWTO, 2003).

Because culture is personal, defining cultural tourism tends to have impractical usage. In fact, the National Assembly of State Art Agencies (2005) has stated that cultural tourism encompasses all the areas, customs, art practices, festivities and practices of one nation and its folks. Moreover, Paul, Stephen and Christopher (2002) have found that the tourists were becoming more sophisticated in their needs especially aiming to have a significant journey experience such as experiencing cultural genuineness, interactions with the local societies, and studying about the biodiversity in general and its conservation. However, for a different summary of the cultural tourists, Meethan (2001, p. 128) quotes:

‘..the cultural tourists are those who go about their leisure in a more serious frame of mind. To be a cultural tourist...is to go beyond idle leisure and to return enriched with knowledge of other places and other people even if this involves ‘gazing’ at or collecting in some way, the commoditized essences of otherness’ (Meethan, 2001, p. 128)

Moreover, cultural tourism in its more specific sense would involve smaller numbers of people seeking a more specialized experience (McKercher & Cros, 2002; Throsby,

2010). Used in this context, the term cultural tourism refers to the niche market of the well-informed and culturally sensitive tourists. Cultural tourism is also “about the ways of a place; essentially people would be cultural tourists to do what locals do. They wish to experience the authentic bits of life of the destination community” (Derrett & Welch, 2008, p. 3). The range of experiences sought by cultural tourists could include the following (Throsby, 2010);

- a. Attending particular performing arts events or specific types of museums and galleries;
- b. Attending an arts festival;
- c. Engaging in a pilgrimage to a religious or cultural place;
- d. Tourist places with literary or other cultural connections;
- e. Visiting archaeological or other cultural sites, perhaps with an expert guide;
- f. Living amongst particular communities in order to experience their culture; and so on.

However, another view of cultural tourism espoused by Millar (1989) is that it can be multi-purpose i.e. with the following targets, to attract tourists, ethnic character for citizens, formal and informal learning for youths and adults, financial revival for city centre rejuvenation and the magnetism of new business. On the other hand, heritage tourism can be categorized as a subcategory of cultural tourism. Both cultural and heritage tourism have developed into revenue earners for the tourism market (Pedersen, 2002). They have become factors for economic development worldwide because of their ability to promote local culture and heritage (Chhabra, 2010; Pedersen, 2002). This heritage tourism, in fact, has occupied a forefront position in the global tourism industry because it has involved millions of visitors every year who would travel to visit a variety of heritage attractions and sites.

2.9.2 Impacts of Tourism Development in Heritage Site

Tourism has been found to bring a number of benefits for the nation's economy, social and environment protection (Besculides, Lee & McCormick, 2002). However, at the back of its benefits, the WHSs have constantly emphasized to the World Heritage Committee of many problems pertaining to tourism, which includes:

- a. Results from the growth of tourism-related amenities such as on-site services, parking and souvenir shops, hotels, roads or airports;
 - b. Physical and environmental effects including erosion of the land, ground surfaces, walls; contamination, demolition of environment or threats to flora and fauna;
 - c. Social impacts such as taking advantage of local people or mass use of places and monuments by visitors;
 - d. Invasive or extreme production and related works, including unsuitable restoration.
- (Pedersen, 2002; UNESCO, 2007)

The following pages are the detailed explanations on the impacts of the tourism development towards the economic, social-cultural, physical and environmental developments of the heritage site:

2.9.2.1 Economic Impacts

Economic benefits have been found to be related to increasing employments, successful local businesses, improved tax income, increase in personal taxes, higher standards of living, and increased inflation (Chhabra, 2010). He has reported that the negative economic impacts could include low multiplier effects, increase in prices of goods and services, and a negative effect on other area businesses. Previous studies have shown that tourism as a means for economic development is very welcome by many residents

worldwide (Cooper, Ogata & Eades, 2008; Ho & McKercher, 2008; Pedersen, 2002). A positive relationship was found by a few studies that economic benefits and attitudes helped in tourism (Li, Wu & Cai, 2008; McKercher & Cros, 2002; McKercher, Ho & Cros, 2005).

Why residents favoured tourism was due to the fact that it benefitted them by giving them or their family members employment (Chhabra, 2010; Jimura, 2010). However, some researchers have reported that due to the consequential increase of property prices it has given stakeholders some concerns (Mui, Meng, Yusof & Fern, 2008; Yusof, Mui, Meng & Fern, 2007). Some stakeholders were concerned with the accessibility to recreation, traffic jams, standard of living, earnings and higher costs (Carr, 2008; Jimura, 2010; Xiang, 2009). On a brighter note, Cooper et al. (2008) in their study have found that most stakeholders were glad that tourism could create new opportunities for employment and that it could further increase revenue to the individuals, community and government. Furthermore, job opportunities, higher incomes and the setting up of the local and regional markets are all enhancements of economic opportunities from tourism (Carr, 2008; Xiang, 2009).

Moreover, Carr (2008) has found other factors contributing to the community acceptance are the accessibility for the citizens to interesting places as well as the economic benefits through job creation or more revenue for the local economy. Prideaux and Timothy (2008) also agreed with this positive development. However, they have observed that the local population would feel disturbed by visitors if the site were designed especially to cater to the needs of the foreign tourists and domestic visitors rather than for the local citizens.

Invariably disagreement would also happen when the financial benefits of tourism have been unequally shared (Hunter, 1997). For example, in his study Samdin (2010) found that those local people (60%) who were involved with tourism in the Taman Negara National Park, Malaysia were earning much more than the rest of the locals. Some 70% of nearby villages were living off the land earning much less than those involved with tourism (Samdin, 2010).

Several researches have highlighted that community participation has not helped much in the efforts for conservation and protection because they found that tourism has not produced sufficient incentives (Chhabra, 2010; Gunce, 2003; Samdin, 2010). However, economic development conservation programmes were found to be challenging because little incentives were available (Timothy & Boyd, 2003). Whatever donations in terms of infrastructure, schools, clinics, wells, etc., did not benefit the local people directly thus leading to poor future maintenance. Clearly, they were found to be unsustainable henceforth.

There exist an unclear or non-existent link between tourism benefits and the conservation activities (McKercher & Cros, 2002). According to Chhabra (2010), for tourism to promote conservation there must be an obvious relation among the economic benefits and the call for protection of the resources. There was little chance of making these important links when the benefits from these tourism activities were narrowly distributed and could not stay in the local areas (Carter & Bramley, 2002).

Ideally, an important role for cultural tourism to play was to generate revenue that could flow back to the heritage resources and bring about economic benefits to the host communities (Chhabra, 2010). Other than that it should both be improving the quality of life and providing a significant means and motivation for the locals in order to manage

their cultural heritage as well as sustain their unique tradition (Carter & Bramley, 2002; Chhabra, 2010).

2.9.2.2 Social-Cultural Impacts

The social-cultural benefits have included an opportunity for the stakeholders to socialize, an opportunity for learning with, the revival of old traditions and pride in the local culture (Chhabra, 2010; Driver, Brown & Peterson, 1991). According to Driver et al. (1991), the social-cultural benefits such as responsiveness, gratitude, family bonding, racial characteristics, better sympathetic and acceptance, and a well-built cultural character have been observed. Studies have found that tourism benefitted not only the community residents but also the visitors (Ibrahim, 2008).

However, some cultures could adopt definitely to external influences but others could not. Some studies have found that cultures and local populations with a history of connecting with other cultures have incorporated new customs into their lives but there could protect their special traditions, and have had less problems with tourism (Gunce, 2003). According to Besculides et al. (2002), tourism has two major benefits. First, tourism could expose the recipient community to other cultures but at the same time benefitting itself with tolerance and understanding. Second, the idea of interacting with outsider could strengthen the communities' identity, pride, cohesion and support. Other researchers have also found more optimistic benefits of tourism to be that of cultural exchange, revival of the local customs and traditions, better quality of life, and a progressive image for the community (Clements, Schultz & Lime, 1993).

Meanwhile, Besculides et al, (2002) have found that tourism has also side effects such as the local culture could be diluted or even destroyed. Among these could be over-

development, integration, clashes and chauvinism as well as artificial renewal (Besculides et al., 2002). Another deviation experienced by local cultures could be their loss of genuineness (Hang, 2008; Jamal & Hill, 2008; Laws & Pan, 2008; Mohamed, 2005). For example when tourists visit an area to savour the local culture, it will be reformatted to suit the tourists leading to artificial types of cultural heritages, such as festivities or revelry staged completely for tourists.

Moreover, Jimura (2010) has found that local residents were moved from the town centre to the outskirts in order for the city centre to stage tourism activities. But many significant cultural and heritage sites have to fight for space for other types of land use (Timothy & Boyd, 2003). Where this has occurred, the heritage site might be destroyed to make way for new modern developments.

However, Chhabra (2010) has found that tourism must synchronize with the desires and requests of the local people. Therefore, unsuitable cultural change must be minimized in order for the local populations to take part in tourist-related businesses (Cooper et al., 2008). When the local populations have some autonomy over their land, the cultural and economic impacts were found to be lessened. What Besculides et al. (2002) have suggested in their study that the stakeholders should consider the local residents wish to act in order to proactively care for their cultural heritage. Thus, the local community could be able to preserve their culture as well as to benefit economically.

2.9.2.3 Environmental Impacts

Researchers have also found that highly popular tourist sites could have advantages. For example, tourism has been known to help protect the natural and cultural heritage, to bring about preservation values in learning and research (Anh, 2001; Pedersen, 2002;

Vogt, Kah & Leonard, 2008). Tourism could also help to better their life-style through better infrastructures, improved intercultural knowledge and encourage the local community to upkeep their traditions, legacy and customs (Carr, 2008; Jimura, 2010; Xiang, 2009).

However, the negative attitudes were found to be usually associated with high levels of development (Pedersen, 2002). Heritage site residents were found to be positive towards tourism activities even though there could be serious environmental issues (Chhabra, 2010). However, Pedersen (2002) has found that the local community was receptive to tourism development. Increase in traffic and congestion was found to be a common problem such as creating conflicts in historic towns (Chhabra, 2010). Therefore, careful planning is needed to regulate the huge amount of visitors flooding monuments, museum etc. and they have been known to create pressures. Group size has to be controlled to forestall any eventuality (McKercher et al., 2005).

Big groups have been known to cause bottlenecks at an interpretative display and at cultural sites (Choi et al., 2007). The impact was found to be minimal if the flow of visitors was small and sporadic (Carter & Bramley, 2002). Timothy and Boyd (2003) have suggested that several measures could be taken to deal with congestion problems such as allowing groups by appointment, dispersement of foot and vehicular traffic, quota systems, zoning and effective land use planning, and directing tourist attention from a particular vulnerable location.

Additionally, Page (1992) has suggested reducing traffic in the local areas by taking measures such as routing patterns and setting lower speed limits, and also by establishing park-and-ride facilities. Visitors to monuments were known to have caused abrasion through touching (Rodwell, 2007). Impacts could vary according to how tourists

practised different activities. Chhabra (2010) has found tourists could normally cause cultural infringements when visiting holy sites if they are not provided with sensitivity training.

Cros (2009) has found that WHSs were not free from dangers and there have been many problems facing the sustainable conservation of these sites since they have been the centres of the world's fascination. Every day, droves of visitors would visit these fascinating heritage sites all over the world. Tourists could bring about an unfavourable impact on the areas and their surroundings even though they help the local communities financially (Cros, 2009). Ho and McKercher (2008) have found that unmanaged tourist growth could change the town and architectural quality of a historical town thus reducing its tourism potential.

Land use conflicts, accessibility to local resources and services, overloading of infrastructure and support systems were also known to affect the host communities' environment and eventually affect tourism itself (McKercher et al., 2005). Therefore, the authorities should manage any conflicts in order to ensure the conservation of the cities. According to Ho and McKercher (2008) the need to manage the heritage assets properly for tourism can be a critical challenge.



Photo A: Unwelcome visitor activities at Angkor, Cambodia;
Photo B: High number of visitors at St. Paul's Ruins, Macao SAR
Figure 2.3: Impact of Tourism on Heritage Sites (Cros, 2009)

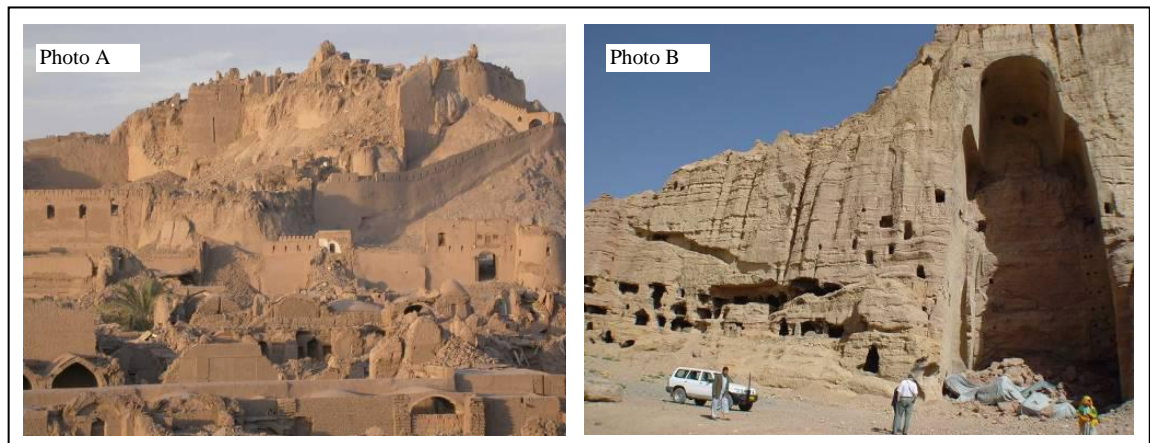


Photo A: After the 2003 earthquake at Bam, Iran; Photo B: After intentional destruction at Bamiyan, Afghanistan.

Figure 2.4: Examples of Damage to Heritage Sites Due to Natural and Human Causes (Timothy & Nyaupane, 2009)

Based on the studies by Ho and McKercher (2008) as well as by Timothy and Nyaupane (2009), tourism has yet not been found to be the only danger that a heritage site might face. A cultural heritage site could be threatened by the natural causes such as quake, downpour, dampness, pest, natural deteriorate, monsoon; and human causes such as criminal business, abandon, public facility, robbery, unrestrained tourism, accidental damage, conflict, deterioration.

2.9.3 Managing Cultural Heritage Resources as Tourism Products for the World Heritage Site Conservation

In general, tourism has been found to generate US\$3 trillion in annual revenues (Pedersen, 2002). According to Coccossis (2008), tourism has been able to grow because of the increasing desires of contemporary citizens for leisure and vacation. Cultural assets have been known to attract tourists. History, culture and religion have been found to be features which entice tourists to an area (Coccossis, 2008). They are monuments and historic cities of a unique cultural value visited by millions of tourists every year. Since the late 1990s, the notion of organizing cultural heritage resources for tourism was comparatively new (Li et al., 2008; McKercher & Cros, 2002).

Pricing and marketing the cultural heritage assets are not the sole aim of the host country (Throsby, 2010). In theory, they must be unique and attractive enough to bring in tourists. However, in practice, it is much easier said than done. Cultural tourists are very discerning if stakeholders do not provide the tourist product as required (Mason, 1998). Therefore, many site managers have found that there were too many or too few tourists or that they had consumed the assets in a wrong way. Cultural heritage sector and tourism are fundamentally different because the cultural heritage management has treated the valuable inherited cultural heritage as a product of economic capital (Ho & McKercher, 2008).

According to Ho and McKercher (2008), tourism is a market-driven industry, which needs the support of consumers while the cultural industry appears to be more productive and supply oriented. This has created a conflict between the cultural tourism development and the cultural heritage management professionals and site managers who were directly managing the assets. Ho and McKercher (2008) believed that the cultural tourism requiring inputs from two different sectors: the cultural heritage management sector and the tourism sector. However, both of them face problems and conflicts. The paramount usefulness of tourism to the WHS could pose both as a chance and as a danger if badly controlled.

In 2010, the World Heritage Committee at its 34th session has developed a World Heritage and Sustainable Tourism (WHST) Programme. It is used to help the Committee and site management to retain sites values and to help to mitigate threats (UNESCO, 2011). This Programme regulates tourism such as strict monitoring of the number of tourists and activities plus steps to reduce their effect on the heritage site. In general, this programme helps the major contributors in the sustainable tourism and conservation areas as well as to develop devices and techniques for realistic tourism uses. Here, the

WHSs managing strategies were ironed out in terms of tourist arrivals as well as operational costs and tourism-related activities in communities.

ICOMOS Charter and International Union for Conservation of Nature (IUCN) have also helped to develop tourism projects. Table 2.5 shows the Guiding Directions from IUCN adapted from the ICOMOS Charter in managing the tourist development for heritage sites.

**Table 2.5: Guiding Directions in Managing the Tourist Development
(IUCN adapted from ICOMOS, 1999)**

ELEMENT	GUIDING DIRECTIONS
Authenticity	<ul style="list-style-type: none"> Retention of authenticity is important. <p>Interpretation programs should:</p> <ul style="list-style-type: none"> Enhance the appreciation and understanding of that cultural heritage; Present the significance of the culture in a relevant and accessible manner; Use appropriate, stimulating and contemporary forms of education, technology and personal explanations; and Encourage high levels of public awareness and support of heritage
Employment	<p>Tourism should:</p> <ul style="list-style-type: none"> Bring benefits to host communities and provide an important motivation and the means to maintain their heritage and cultural practices; Promote an equitable distribution of the benefits of tourism, through education, training and creation of employment opportunities; and Encourage training and employment of local guides and interpreters. <p>Managers should:</p> <ul style="list-style-type: none"> Carefully address the potential impact of visitors on the characteristics, integrity and biodiversity of the place, local access and the social/economic/cultural well-being of the host community; and Select circulation routes to minimize impacts on integrity of place.
Respect	<ul style="list-style-type: none"> Respect sanctity of spiritual elements, values and lifestyles of the host. Respect rights and interests of the community, property owners, indigenous peoples, who may have traditional rights over their own land, or wish to restrict certain activities, practices or access. Encourage and help all parties to understand and resolve conflicting issues. Conservation should provide well-managed opportunities for visitors and members of the host community to experience and understand that community's heritage and culture, first hand.
Culture	<ul style="list-style-type: none"> Encourage visitors to experience the wider cultural/natural heritage of the region. Involvement of all parties, including local and/or indigenous community representatives is necessary to achieve a sustainable tourism industry.
Economic returns	<ul style="list-style-type: none"> Allocate a significant proportion of revenues to protection, conservation and presentation of places, and tell visitors about this allocation. Ensure that the distribution and sale of crafts and products benefit the host community.

Table 2.5: Continued

Visitor satisfaction	<ul style="list-style-type: none">• Ensure that the visitor experience is worthwhile, satisfying and enjoyable.• Present high quality information to optimize visitors' understanding of heritage and the need for protection.• Provide appropriate facilities for comfort, safety and well-being of the visitor.• Ensure tourism promotion creates realistic expectations.• Minimize fluctuations in visitor arrivals and even the flow as much as possible.
Consultation and evaluation	<ul style="list-style-type: none">• Continuing research and consultation are important to understanding and appreciating the heritage significance of the place.• Involve host communities in planning for conservation and tourism, and establishing goals, strategies, policies and protocols.• Evaluate the on-going impacts of tourism on the place or community.

2.10 SUSTAINABLE DEVELOPMENT

The idea of sustainable development (SD) has deep beginnings in the early 20th century theory of renewable resource management (Rees, 1998). The year 1972 is a marker for both sustainability and conservation. UNESCO at its General Conference in Paris has in reality considered sustainability to be a main agenda of both the UN and UNESCO. The Operational Guidelines for the Implementation of the World Heritage Convention states the complimentary introduction as follows:

“Since the adoption of the Convention in 1972, the international community has embraced the concept of sustainable development. The protection and conservation of the natural and cultural heritage are a significant contribution to sustainable development” (UNESCO, 2013)

However, the more advanced and fully integrated approach of SD to conservation and development in the World Conservation Strategy has only been popularized by the report of the Bruntland Commission - Our Common Future. The United Nations (1987, p. 15) has defined SD as “development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs”. This idea has

been implemented by many disciplines such as the environmental field, economic, social and even cultural policy as well as heritage conservation (Stubbs, 2004).

Although the World Commission on Culture and Development acknowledged the interpretation of sustainability, the Commission refrained from committing itself to a specific idea of SD in cultural terms. The importance of the integration of culture into the development process has become a fundamental element in the discussions leading to the Cultural Diversity Convention (Throsby, 2010). However, the Convention recognizes the SD of culture clearly in two of its Articles:

Article 2, Para 6 – Principle of Sustainable Development: Cultural diversity is a rich asset for individuals and societies. The protection, promotion and maintenance of cultural diversity are an essential requirement for sustainable development for the benefit of present and future generations.

Article 13 – Integration of Culture in Sustainable Development: Parties shall endeavour to integrate culture in their development policies at all levels for the creation of conditions conducive to sustainable development and, within this framework, foster aspects relating to the protection and promotion of the diversity of cultural expressions.

In 2002, the SD of all societies has used the World Heritage proposal as declared by the Budapest Declaration on World Heritage (The Budapest Declaration, Article 1) (UNESCO, 2002). Heritage both natural and cultural have since been considered as a resource to be sustained. Further reference regarding the World Heritage properties refers to the social and economic development and the quality of life of our communities for the identification, protection and management of our world heritage properties (The Budapest Declaration, Article 3) (UNESCO, 2002).

In the same year, the World Heritage Centre had launched the Partnerships for Conservation Initiative (PACT) Programme (United Nations Development Programme, 2013). PACT is a solutions-oriented method to the sustainable WHS conservation. Heritage sites inscribed on the List of World Funding, World Heritage in Danger and the

World Heritage Conservation Initiatives will be given priority for funding for sustainable tourism, forests, cities, earthen architecture, and marine sites.

PACT is an international cooperation body for partnerships between bilateral and multilateral intergovernmental institutions. Other than that, an important obligation to the idea of SD on the aspect of the World Heritage community has been represented at the Amsterdam Conference (The Conference Linking Universal Values and Local Values: Managing a Sustainable Future for World Heritage) in 1993 (UNESCO, 2003). The Conference recommendations had recognized the need for the local communities' involvement in the establishment and care of the world heritage properties. However, Landorf (2009) has stated that both the Budapest Declaration and the Amsterdam Conference did not provide a clear description of SD as well as plans for its execution.

However, Throsby (2002) has found that the Principles of SD were useful not only in environmental conservation but also, increasingly, in the historic environment. By the late 1970s emphasis on sustainable conservation of the heritage resource has put more attention to visitor management during the 1980s, but since the 1990s the emphasis has also included the human dimension of heritage in terms of the allocation of resources (Hall & McArthur, 1993).

Much discussions and debates have not resolved collectively the decided meaning with realistic operation plan remaining indefinable (Landorf, 2009). However, the sustainability concept has been suggested as an perfect method and as a manual to guidelines making in the heritage area (Thurley, 2006). He has also found that to achieve SD the historic environment was imperative. It was evident that the people's history with their physical surroundings should deserve to be preserved for the benefits of the next generation.

Moreover, Throsby (2002) has initiated a set of sustainability principles for managers in the conservation-planning standard and these principles were based on ecological conservation, economic development and cultural capital (heritage resources). The SD principles used in the management of natural resources were found to be exploited and they have been used in the management of the heritage resources for the present generation as well as for the future generations. To quote Throsby (2002) again, the economic sustainability could be derived from the economic principles of sustainability and be applied to the environmental and other living contexts. These are:

- i. The creation of tangible and intangible benefits of both use and non-use economic values as well as other types;
- ii. Inter-generational parity in the interest of the next generations;
- iii. Intra-generational parity in economic or cultural terms involving stakeholders in the decision-making process;
- iv. Steadfast principle for controlling and limiting decisions that may affect the cultural resource; and
- v. Finally, an interdependence principle to be applied in the SD projects that recognize dependent cultural elements as well as the heritage needs.

Throsby (2002) has found that the concept of inter-generational equity was the key element of this sustainability management. With regards to cultural sustainability, this concept was found to embody the culture inherent from our forefathers and which we pass on to the next generations. Besides the inter-generational features, there have been many other principles available such as equity within the present generation, the maintenance and observance of the steadfast principle.

Nevertheless, according to Throsby (2010), intra-generational equity concerning heritage has been found to be fair to the cultural heritage services across socio-economic groups,

area categories, etc. The principles of maintaining cultural diversity through heritage conservation could be derived from different ideas, beliefs, traditions and other artistic and cultural manifestations which cannot act independently. The steadfast principle also applies to the natural world when the species loss was threatened. Similarly, this could happen when historic buildings were found to be in danger of destruction or when native languages were facing disappearance.

According to Throsby (2002), at the practical level, sustainability of a WHS might differ from one site to another. Nevertheless, he cautions that sustainability needs sufficient and continuing preservation of the cultural site values by using least resources. Sustainable conditions would then be fulfilled when decisions have met all these three principles (Thurley, 2006).

2.10.1 Factors Enhancing Sustainability of Heritage Site

What are the important factors in order to achieve adequate and long-term protection to sustain the heritage site? Much research has been done on the heritage sustainability since the late 1990s. However, Stubbs (2004) has noted that little or no work has been developed to assess the sustainability according to the Bruntland definition. However, several studies have discussed the factors enhancing the three facets of sustainability of the heritage sites that is its social, economic and environmental scopes (Palumbo, 2011). The following discussion is about the three facets of sustainability of the heritage site:

2.10.1.1 Attitude, Cultural Knowledge and Awareness

Attitude, cultural awareness and understanding of the area in general are important aspects of sustainability of a heritage site (Kamamba, 2003; Timothy & Boyd, 2003). A

positive attitude towards the cultural heritage and development could contribute to a group responsibility for a site and would help enhance relationships between the stakeholders and their heritage (Chhabra, 2010; Landorf, 2009). The lack of knowledge and its importance about the cultural heritage is a root source of human threats. On the other hand, an increased knowledge of the stakeholders and tourists could lead to better heritage preservation and less harm to the areas (Stubbs, 2004). Many programmes such as local lectures, seminars, training programmes, proper mass media coverage, etc. are found to play a part in the sustainable conservation of the heritage areas (Anh, 2001; The Royal Town Planning Institute, 2000).

2.10.1.2 Conservation and Management

The concerned state party has to give an undertaking to ensure proper protection of the site once it is given the WHS status (Arthur & Mensah, 2006; Landorf, 2009). The protection measures should include the following:

- i. Legal protection as specified by law;
- ii. Adequate and appropriate conservation interventions; and
- iii. A good management system.

It is common to find that generally, countries have heritage preservation guidelines at the national, state and local levels. Under a heritage preservation government could declare a site protected. Legal actions could be taken against anyone who neglects to safeguard a site's cultural value. This is done in order to protect the public interest by use of the proper legal means.

Avrami et al. (2000) have stated that the cultural heritage values need to be perceived as a facet of any conservation development practice in ensuring that the conservation

interventions were attentive to social as well as physical conditions. They also believed that analyzing values through a participatory process that has involved the various interest groups with a stake in a place or object could promote the sustainability of the conservation efforts by means of engaging the local communities in the care and conservation of their heritage.

In addition, Chhabra (2010) has found that public opinions were useful to help owners sustain the heritage in their ownership. In this way, it could ensure that there was the physical conservation of a heritage site in various methods. Nevertheless, it was of greatly significance that these measures were realized to preserve the cultural values of a site. It was an established fact that authenticity and conservation of the heritage were crucial for sustained use of resources and inter-generational equity (Chhabra, 2010). Moreover, McKercher and Cros (2002) have found that at the centre of the heritage sustainability could lie in the need to promote the objectives and principles of authenticity. Hence sustainable marketing of the heritage was premised on efforts to maintain the past as it should be (Chhabra, 2010).

Other than that, a good heritage management system is found to be very important. Such a system should include explicitly recognizable procedures and trained staff in charge for preservation and control of the site (Arthur & Mensah, 2006). Constant review of it was found to be essential. The most basic and important means of conservation has been found to be regular maintenance which should do regular monitoring identifying and eliminating potential dangers and to repair minor deteriorations (China ICOMOS, 2004). However, at the local level good governance should consist of participation, accountability, transparency, rule of law and effective communication (Arthur & Mensah, 2006; Shipley & Kovacs, 2008).

2.10.1.3 Heritage Interpretation and Visitor Management

In order to have a successful sustainable heritage tourism, heritage guides and visitor management were found to be very important (Kamamba, 2003). Benefits from tourism are usually obtained from fine understanding of heritage sites and good control of visitors. Al-Hagla (2010) has stated that from the direct interactions where the tourist would discover, experience and consume, the cultural history was found to be important to the sustainability of the cultural heritage assets. When interpreting the significance of the cultural heritage sites, ICOMOS has asserted that the broader social, cultural, historical and natural environments as well as its setting have to be considered (Al-Hagla, 2010).

It is an established fact that authenticity and conservation of the heritage were found to be crucial for the sustained use of resources and inter-generational equity (McKercher & Cros, 2002). Creating events or marketing existing events that highlighted local culture could ultimately increase visitation and build community pride. However, attention must be given in order to ensure that the local history and culture were also presented with respect and sensitivity (Chhabra, 2010).

2.10.1.4 Funding and Incentives

Financial assistance and incentives were found to be the best motives that could be used to attain positive sustainable conservation schemes (The Royal Town Planning Institute, 2000). Opportunities might be made available in the local, regional, national and international classes. They could come in the form of heritage, tourism, regeneration, transport, art, sport, education and other fields. Even though the opportunities were there, it was not long-term, whereas a routine funding was required for the sustainability of the

heritage assets. A lack of routine funding was found to be a constant problem and could make long-term strategic planning difficult (Wiltcher, 1993).

Finding additional funding was vital in order to sustain the heritage assets. Emerton, Bishop and Thomas (2006) have found many possible devices for increasing the economic sustainability of the protected areas. They are distant funding from management or NGOs, local funding from the home governments or local NGOs, private corporations, tourism charges, costs savings, services fees, etc. (Emerton et al., 2006). According to Su (2010) obtaining sustained funding sources has become a premium in many heritage sites. However, cultural tourism has revealed potential to fruitfully support conservation and SD programmes (Chhabra, 2010).

Emerton et al. (2006) have found that visitor fees were particularly promising when the sites received high tourist arrivals. Moreover, the visitor fees could be regulated according to the volume of the visitors. As a result, the local stakeholders should benefit from the cultural tourism related activities instead of bearing the costs. In many developing countries which have a more appropriately planned tourism, cultural heritage conservation and management were deemed to be needed in order to increase both expenses and profits more justifiably plus being more responsive to the social and cultural impacts (Chhabra, 2010).

Such profits could further increase not only the local standard of living but also the conservation works through reinforcement of the local constituencies for the cultural heritage conservation (Baral, Stern & Bhattarai, 2008). This would not only decrease the profits for the local people to exchange for their standard of living and social expenses of the financial development but would also be a factor of having more encouraging approach to tourism (Mansfeld, 1992).

2.10.1.5 Community Involvement and Partnerships

Protection of a WHS would depend on the local society living in and around it (Aas, Ladkin & Fletcher, 2005). Moreover, Pearce and Ozdemiroglu (2002) have described the vital significance of stakeholders in the decision-making processes pertaining to the heritage tourism development. The researchers have found that this approach could provide inherent social benefits and facilitate sustainability. Chhabra (2010) has also noted that the local community was multi-ethnic and could consist of diverse constituencies. Therefore, their views needed to be included in the planning process (Chhabra, 2010). In order to avoid possible conflict it is imperative to involve the stakeholders, visitors, residents and the environment (Aas et al., 2005; Landorf, 2009).

In addition, it has been found that hard working and well-trained individuals may not necessarily result in successful conservation (Aas et al., 2005). In the long term, the local and community interests as well as local groups and individuals are found to be important factors for a successful sustainable conservation programme (The Royal Town Planning Institute, 2000). Therefore, the needs and ambitions of the multi-ethnic communities of the WHSs need to be attended to in order to ensure their support. In order to achieve this aim, the benefits of tourism should be shared fairly between the communities and other stakeholders.

Xiang (2009) has found that the local communities living in and around the heritage site who were main stakeholders should not be ignored. The sustainability of their lives should be an essential part of the heritage sustainability as a whole (Hall & McArthur, 1993). It was also found that the stakeholders' contribution to the administration of the heritage source was essential to endowing the local societies and also improving the reasonable sharing of the benefits of that source (Landorf, 2009).

2.11 THE IMPORTANCE OF STAKEHOLDER INVOLVEMENT IN PLANNING AND MANAGEMENT OF WORLD HERITAGE SITE

Any individual or group of individuals who have been directly or indirectly engaged in an entity or task has been categorized as the stakeholder (Sutterfield, Friday & Shivers, 2006). In heritage management and planning, the concept of the stakeholders has become increasingly important (Nuryanti, 1996; Peters, 1999). A WHS has its particular values and concerns. Because of that, it could become a magnet to get the public to come and see as well as appreciate it. Nevertheless, researchers have found there exist conflicts and counter-conflicts between heritage and tourism (Nuryanti, 1996). Although heritage or cultural tourism could provide economic advancement for many sites, it might also bring about many kinds of dangers for the residents. So as to reduce these dangers, there was a necessitate for mutual agreement, collaboration and partnership with a range of stakeholders concerned (Aas et al., 2005).

In fact, stakeholders' participation must be incorporated in any sustainable management of the heritage and tourism programmes in order to reduce conflict (Mohammadi, Khalifah & Hosseini, 2010). Their involvement in the planning and management process was found to be of paramount importance and was being utilized as a means to improve bilateral communication, request for wider stakeholders' care or buy-in for projects, collect useful information and ideas, increase public sector or corporate status, and provide for more sustainable decision-making (Engelhardt, 1997). Numerous researchers have found that any sustainable development programme must cooperate with management organizations, conservation and other NGOs, developers and the local stakeholders (Chhabra, 2010).

According to Baral et al., (2008), the act of involving stakeholders such as the local community would save time and money. They have stated that the conflicts between communities and the conservation agencies have been found to be less pragmatic and more costly when relying solely on the law enforcement rather than involving the interest groups from the outset (Baral et al., 2008). Researchers have found that limited local input in the World Heritage tourism management was less productive and ultimately more expensive, for example the ability to understand the stakeholder positions was found to delay or block projects.

Therefore, many heritage sites have now considered time to be usefully spent in engaging with important stakeholder groups in order to communicate their opinions and identifying the problems to be considered jointly (Hajialikhani, 2008). Throughout such dialogues and cooperation, site administration has been found to become familiar with the various stakeholders' views regarding tourism issues as well as actions that could have an impact on the heritage site.

However, Engelhardt (1997) has stated that during meeting the stakeholders could enable the managers to easily understand the local cultural differences. At the same time Pimbert, Gujja and Shah (1996) have found that stakeholders could also assist in identifying problem areas that experts might have overlooked. They argued that the experts could not foresee the discernments, choices or priorities of the local communities when assessing local conditions. They found that the stakeholders could give more pertinent information regarding the desired conditions at a site.

According to Pimbert et al. (1996) an effective tourist management should involve the stakeholders who could assist administrators to set up tourist requirement and set criterion for difficult management and impact studies. It was also found that the relevant

stakeholder input was important for forming practical guidelines and administration intents that could increase continuous cooperation.

Nuryanti (1996), Engelhardt (1997), Baral et al. (2008) and Chhabra (2010) have all found that the positive returns from a high quality engagement process should have the following directions:

- Promoting more efficient participation by societies and other stakeholders, it will strengthen the democracy process;
- There will be advancement in the value and sustainability of public and private-sector services;
- Making the society more cohesive;
- To solve public sector service design and delivery problems.

The above researchers have also found that the heart of any SD agenda should be by engaging with the stakeholders. Many heritage projects should consult with all the stakeholder groups, regarding their concerns, needs, conflicts of interest and levels of influence. Therefore, planners and project managers must need to understand fully who the stakeholder groups are, what their aspirations are, and what motivates them.

2.12 SUMMARY

A WHS has universal value due to its extraordinary historic, scientific, or aesthetic virtues. Therefore, many heritage sites are favourite tourist attractions. Many WHSs could gain prominence when they invest in cultural attractions and infrastructure. Their tourism development could benefit them since they could develop a viable industry benefiting the local city economy and the local community. Tourism has been an

encouraging strength for the conservation of the heritage site. However, due to the environmental and cultural authenticity of these destination areas tourism has created a lot of concerns, therefore tourism growth needs to be re-examined in the manageable of the progressively more accepted notion of SD. The success of the cultural tourism aspect was not only measured by their moneymaking and the numbers of tourists' arrival but also in the aspect of sustainable management.

The management aspect is very much important in ensuring that these assets have been securely conserved for future generations. For successful cultural tourism management of the WHS, the stakeholders need to consider more comprehensive and integrated tourism planning approaches that were found to be able to serve and understand the whole system other than tourism itself. Involvement of the stakeholders must be incorporated in any sustainable management of the heritage and tourism programmes in order to reduce conflict.

For that reason, the importance of the stakeholders' involvement in the heritage value assessment and cultural heritage management for the sustainable WHS conservation has been regarded important and vital as well. Economic valuation is one of the best methods in which the stakeholders recognizes, evaluates and chooses on valuing objects. The stakeholders' preferences as measured by their WTP value of the cultural heritage conservation should be given due consideration in decision-making to promote the sustainability of the WHS.

In conclusion, the impacts of the World Heritage designation are examined with particular emphasis on the consequences of the heritage site conservation and tourism for the lives of the local people living in and around the site. It has been argued that the sustainability of the local lives and the sustainable heritage conservation as well as

development are interconnected and interdependent, and that the key goal of the heritage planning should be to mitigate heritage controversy and conflict. Thus, the local people's livelihoods and their quality of life could be enhanced and this would be conducive to the overall sustainability of the WHSs.

CHAPTER THREE

HERITAGE SITE CONSERVATION: CONTEXTUAL REVIEW OF MALAYSIA

3.1 INTRODUCTION

This Chapter sets out the background study of heritage sites conservation in the Malaysian context. There is also a discussion on the value of heritage sites conservation and sustainability principles in managing these heritage sites. The situation of the sustainability of the heritage sites in Malaysia are highlighted consequently. The planning and management of the heritage sites and how the authorities have reacted in encountering the issues related to the sustainability of these heritage sites is also reviewed. This Chapter also discusses the incentives and funding for the heritage sites conservation and the need for more alternative funding which could contribute to the sustainability of the heritage sites in Malaysia as a whole. And last but not least, this Chapter also gives emphasis to the importance of the non-use economic value of the cultural heritage and the issues in the sustainable planning as well as the management of the heritage sites in Malaysia.

3.2 THE IMPORTANCE OF THE HERITAGE SITE CONSERVATION

An important statement on the need to conserve the global historic places can be obtained from the UNESCO Recommendation Concerning the Safeguarding and Contemporary Role of Historic Area (UNESCO, 1976, p 1):

“Historic areas are part of the daily environment of human beings everywhere. They represent the living presence of the past which formed them. They afford down the ages the most tangible evidence of the wealth and diversity of cultural, religious and social activities. Their safeguarding and their integration into the life of contemporary society is a basic factor in town planning and land development.”

Heritage conservation in Malaysia has been found to be still at its formative years (Isa, 2011). Though, the work to protect and conserve the heritage buildings has been initiated quite a few years ago (approximately 30 to 40 years ago). However merely in the last few years have the conservation works achieved great achievements (Azhari & Mohamed, 2012). Moreover, Lee, Loh and Siang (1986) have stated that conservation of buildings and its surrounding environment has been found to be important because it could provide a greater sense of place and might retain the continuity in the face of very rapid change in life style and technology.

However, Khoo (2000) has mentioned that a historical settlement could embody physical development and spiritual value inherited by a community. It has become a ground where people have taken root and flourished. It has also become a place where it has supported cultural diversity, tradition and identity of each community in this world. She has also added that such places have retained its historical values and could be appreciated in their own ways. For example, they could teach us about the past and could offer the background for community uniqueness and diversity in the present world as well as could exhibit evidence of the connection with the past, present and future.

Meanwhile, Ahmad Basri and Suhana (2000) have also mentioned that historic settlements have acted as imprints of our past that have acted as living museums that could inform us of our heritage, culture, values and could respond to our built environment. In addition, Abdul Ghafar (1998) has stated that heritage has seen the need to be preserved and conserved for various reasons. Firstly, it could be to show sensitivity

towards the past. Secondly, it could engage in preserving evidence of the nation's record and growth. Through conservation, people especially the younger generations would learn how to appreciate their own culture and heritage. Thirdly, it could be for maintaining the physical characteristics of a historical area including their scale and proportion. And finally, it could also be for the purpose of enhancing the tourism industry so as to increase the economy of the area and country.

According to Isa (2011), ultimately historic sites, buildings, natural environment and traditional activities have been found to be of paramount importance for each nation and country. However, conscious or unconsciously most of these cultural heritage characteristics which have been established all over the world are basically facing similar problems which have gradually led to their deterioration today. Their loss could be considered a serious diminution and perhaps irreplaceable.

3.3 PLANNING AND MANAGEMENT OF THE HERITAGE SITES IN MALAYSIA

Overall, Malaysia employs a three-tier system for their development planning. The highest level is the Federal level under the Ministry of Urban Wellbeing, Housing and Local Government, followed by the state level under the power of the Chief Minister of that state and the lowest level is in the shape of the Local Planning Authorities. All these three levels of planning have been adopted to hold National Planning, Regional Planning and Local Planning.

The first level of planning involves a national planning where the Council of National Planning formulates written guidelines and broad ideas in respects to the development and land use of Malaysia. It is called the National Physical Plan. The regional planning is

the second level of planning which involves a Regional Planning Commission. This Regional Planning Commission is not obligatory. Its purpose is to formulate a comprehensive survey of the region and a Regional Development Scheme as well as a Regional Development Plan. And last at the third level of planning; the Structure and Local Plans have been accepted as a means to manage development at the local level (Department of Town and Country Planning, Selangor, 2005).

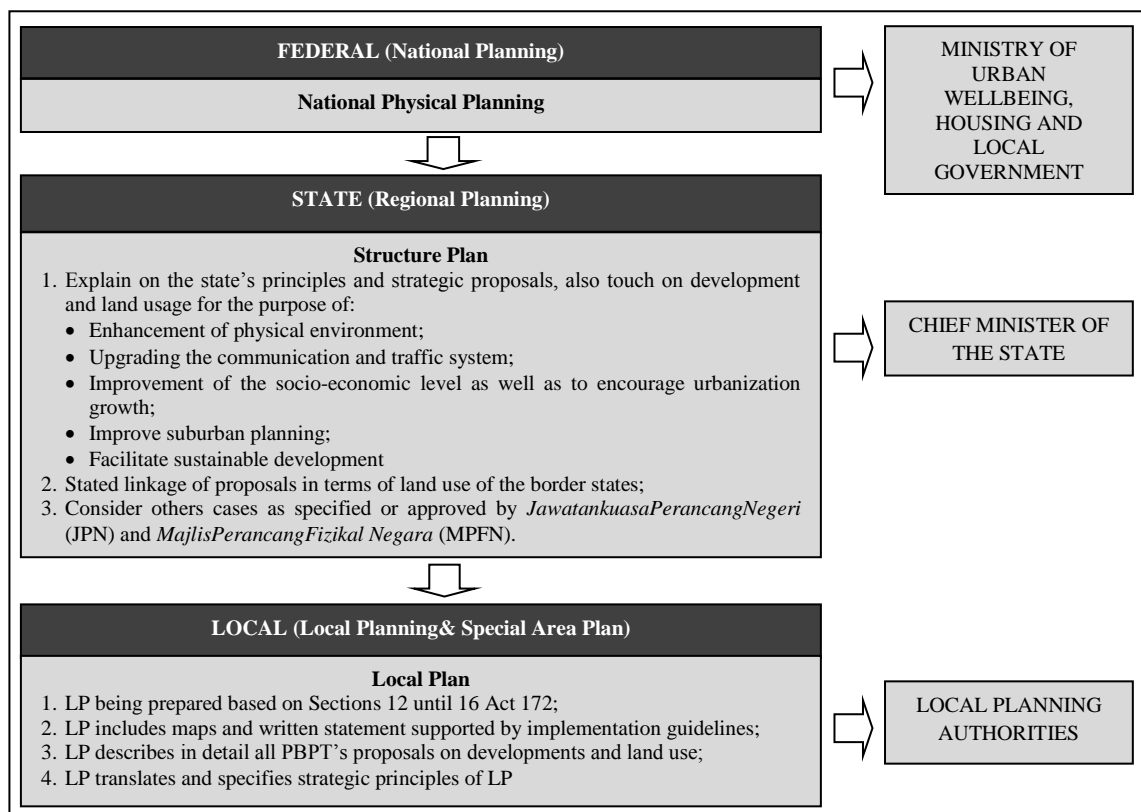


Figure 3.1: Formal Planning Process in Malaysia
(Adapted from Abdul, Zakaria & Hamzah, 2011)

Although the Local Government falls under the purview of the state government, the Federal Government could still have an authority on the Local Government policies through the National Council for Local Government which is under the Ministry of Urban Wellbeing, Housing and Local Government. Land matters and land administration fall under the jurisdiction of the State Governments, while town and country planning are

in the concurrent list of the state. With this, the planning and management of heritage sites have become conjoint activities between both the State and Federal Governments.

From the late 1970's onwards, many Master Plans/Structure Plans and other planning reports have been prepared for some of the heritage sites in Malaysia such as Kuala Lumpur, Melaka and George Town as an effort to control the degradation of the traditional architectural heritage and to retain the historic built environment (Federal Department of Town and Country Planning & Japan International Cooperation Agency, 1993).

In the early 1988, the Conservation and Urban Design Unit of the Kuala Lumpur City Hall or Dewan Bandaraya Kuala Lumpur (DBKL) was considered the pioneer official conservation committee set up by the local authorities in Malaysia. Their purpose was to carry out research, providing guidelines and implementing regulations for its urban environment and conservation areas as well as matters related to conservation work. There were also specific guidelines for the heritage site conservation in the Kuala Lumpur Master Plan Report (Dewan Bandaraya Kuala Lumpur, 1996). These guidelines would be implemented when used to assist in improving the condition in its heritage sites. But, irrespective of the powers available to the authorities, such guidelines were found to be difficult to implement or they have failed to achieve the desired results (Nor Zalina, 2005).

In 1996, the Conservation and Urban Design Unit of the DBKL prepared the Draft Guidelines for the built environment of the heritage sites conservation in Kuala Lumpur. It was stressed in the Report that DBKL should act as the public body responsible for the conservation projects since it was the authority also responsible for the development control. The Urban Design Conservation Department of the DBKL implemented these

guidelines for the built environment of the heritage sites conservation wherever possible (Dewan Bandaraya Kuala Lumpur, 1996). However, it was evident in the Kuala Lumpur Draft Structure Plan (2002) that no part of the heritage site has been designated as a conservation area as was originally proposed.

The approach of the heritage site conservation as a whole has been found to be relatively a new concept for Malaysia (Idid, 2010). For example, the Conservation Guidelines drawn by Idid before this has a lot of misunderstanding since the concept was rather new to most architects who were trained to look at buildings as an entity rather than the whole complexities of urban issues. However, Melaka was more progressive in this matter. Regarding this, the Municipal Council of Melaka has established the Melaka Conservation Unit under the Town Planning and Building Control Department for their heritage site conservation to tackle all related conservation issues. A Structured Plan for the entire State of Melaka was drawn up in 2002. These were the principal guidelines and strategies on the Conservation of the Heritage Resources which have recognized the historical significance of the conservation area in Melaka as a whole.

Nevertheless, in Penang, efforts have been made from the 1970s onwards to conserve its heritage site, George Town (Abdul Ghafar, Nurwati, & Siti Norlizaiha, 2002). In 1987, the guidelines for the conservation and revitalization of the heritage site of George Town were formulated and adopted by the Municipal Council of Penang Island (MPPP). The MPPP had established Guidelines for Conservation Areas and Heritage Building in George Town, which withdrawn the Design Guidelines for Conservation Areas in Inner City of George Town, Penang. According to Siti Norlizaiha and Izzamir (2012), these new guidelines has fostered the State Government's policy for the documentation and protection of heritage buildings, conservation areas and other elements of the historic environment.

To some extent, the local authority also refers to the Town and Country Planning Act 1996 (Act 172), Town and Country Planning Act 1995 (Amendment) (Act 172) and Local Government Act 1976 (Act 171) in order to manage activities related to the heritage matters. But, it appeared that the policy's emphasis was again on the preservation and restoration of a few heritage and architecturally significant buildings rather than on the conservation of the heritage sites as a whole (Nor Zalina, 2005).

In 2005, the National Heritage Act 2005 (Act 645) was issued as a substitution for the Antiquity Act 1976 and Treasure Trove Act 1957 in Malaysia. This Act 645 was found to be a very influential and effective instrument for the heritage site conservation. Consequently, the formation of a National Heritage Council, the appointment of a Commissioner of Heritage, the setting up of a Heritage Fund, and the establishment of a National Heritage Register are amongst some of the excellent instruments established by the Act for the heritage sites conservation.

However, the availability of this National Heritage Legislation has not made the situation any better. The process of declaring, designating and registering the heritage items taken with this legislation were found to be tedious and time consuming. As a result many pre-war buildings were still being demolished without due consideration of their historical and heritage values in Penang (Siti Norlizaiha & Izzamir, 2012)

Even though these guidelines in Malaysia generally have appeared to be very comprehensive, the implementation of these guidelines has not been widespread. As Idid (2010) has stated in his study that creating a new programme or development was found at some point would cause adverse effects to a place that was previously exclusive and unique. For example, in George Town, there were many heritage buildings that were incorrectly renovated which had decreased the value of these heritage buildings such as

in fills that have occurred at the heritage site which have appeared to be incompatible with the traditional urban fabric (Nor Zalina & Ismail, 2013).

The changes occurring in various aspects of life in Malaysia have continued to affect the qualities of the traditional townscape character (Nor Zalina, 2005). Idid (2010) believed that the changes are unavoidable and will happen in any place. But these changes should be controlled so that the physical and non-physical entities that have influenced and characterized the place, must be retained and preserved from the development of change itself (Idid, 2010).

In 2008, the UNESCO World Heritage Committee has listed Melaka and George Town as WHSs. One of the requirements of the committee in maintaining the status was the mandatory preparation of the Conservation Management Plan and the Special Area Plan. The Conservation Management Plan falls under the general requirements of the World Heritage Committee on Conservation Management. And the Special Area Plans on the other hand are intended to ensure that the guidelines and recommendations of the Conservation Management Plan are implemented under the Malaysian Law (AJM Planning & Urban Design Group, 2011). However, they are still in a draft form and have not been adopted by the local authorities in their heritage sites conservation.

The work of protecting and managing these WHSs have been committed to three bodies which are all subject to the authority of the State Governments but which are independent from each other: the State Authority, the State Planning Committee, and the State Heritage Committee. The detailed relationships are reflected in the Figure 3.2 in the case of George Town, Penang.

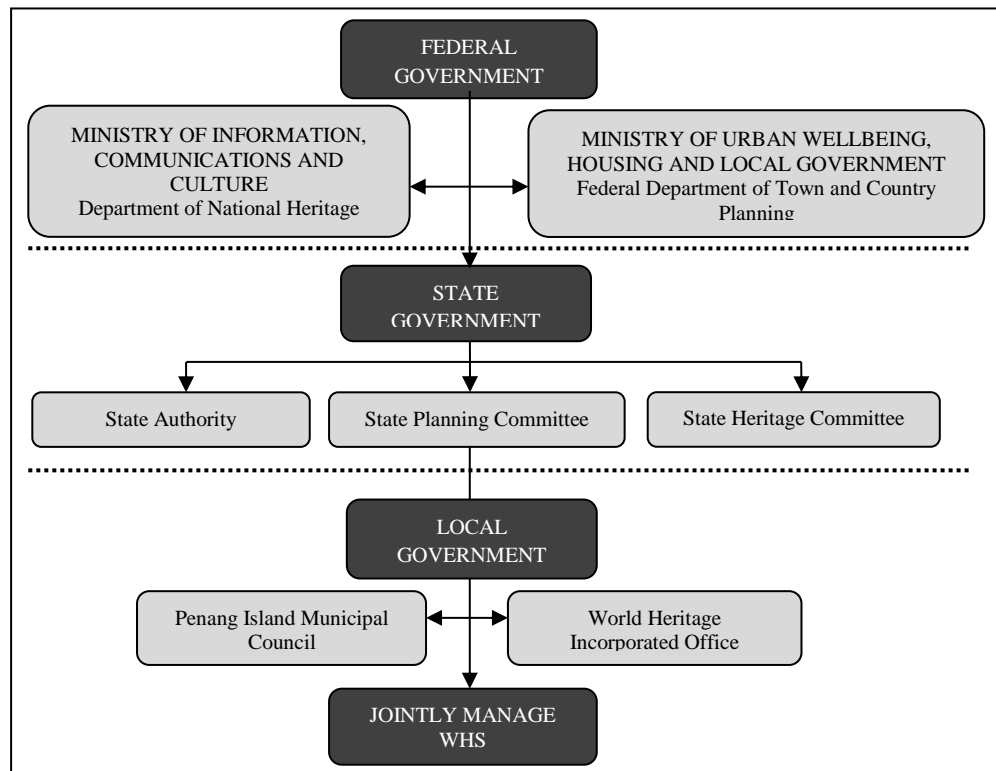


Figure 3.2: WHS Management Bodies in Malaysia
(AJM Planning & Urban Design Group, 2011)

The work of protecting and managing WHSs in Malaysia is under the responsibility of the organization of the World Heritage Protection of the State Government. The UNESCO Malaysia World Heritage Office (WHO) is mainly responsible for certain protection commitments, including the application of the UNESCO World Heritage Convention for the World Cultural and Natural Heritage designation of the candidate heritage sites in Malaysia.

In principle, the heritage sites in Malaysia are categorized into national, provincial and municipal levels in accordance with their historical, scientific and aesthetic values and thus should be under the protection of the governments at the corresponding level. The world cultural heritage, like other national-level cultural heritage in Malaysia, is a national property and should be under the control and care of the Federal Government. However, in reality, in most of the cases, the final responsibility for the protection and

management is left in the hands of the corresponding municipal/state level governments where the heritage site is located (Hasan & Adnan, 2001).

There is no doubt that the guidelines and recommendations prepared for the conservation of the heritage sites in Malaysia are comprehensive, and that the guidelines will obviously need substantial resources and a long period of time for realization (Lee, Lim & Yusof, 2008). However, the delay in the preparation of the conservation management plan could threaten the value of the heritage sites. A living heritage city but yet at the same time, could face encroaching development and gentrification which could in the medium to the long-term undermine its cultural heritage if there was no management plan and strategies in place to guide and monitor any new changes.

3.4 SUSTAINABLE PRINCIPLES IN MANAGING HERITAGE SITES IN MALAYSIA

The discussion on the SD and sustainability is not new in Malaysia. In 1995, the Institute for Environment and Development (LESTARI) had initiated an effort on SD in Malaysia. LESTARI has delivered the conceptual-theoretical foundation for the SD. However, the Federal and State Government organizations, think-tank organizations and NGOs have developed more practical approaches. Malaysia's plan on the SD is clearly stated in the 7th Malaysia Plan (1996-2000).

The National Local Agenda 21 (NLA21) is under the guidance of the Ministry of Urban Wellbeing, Housing and Local Government, with the support of the United Nations Development Program (UNDP) in Malaysia. The NLA21 is a programme to establish partnerships among the communities and local authorities in order to jointly give an idea

to take care of their surroundings in the direction of SD. NLA21 implements a bottom up approach, where it involves the stakeholders participation at the early planning stage.

However, the Local Agenda 21 (LA21) is a programme that has provided an outline for employing SD at the local level. The goals of LA21 are to construct existing local government strategies and resources to be a better goal in integrating the environmental, economic and social values. The LA21 was first described in Agenda 21 on the global blueprint for sustainability that was agreed in 1992 at the Rio Earth Summit of the United Nations Conference on Environment and Development (Maisarah, Zulhabri, Rugayah & Nasyairi, 2012). Chapter 28 of Agenda 21 has identified that the local authorities have to consult with their stakeholders and to promote as well as to implement a Local Plan for sustainability.

However, the usage of the sustainability idea and SD policies to the planning and development process in heritage sites is relatively new in Malaysia (Hasan & Adnan, 2001). Although there has not been any national accomplishment of the LA21 actions to date, there are several local councils in Malaysia which earlier have taken on proactive action regarding the LA 21, i.e. the Penang local councils of Majlis Perbandaran Seberang Perai (MPSP) and Majlis Perbandaran Pulau Pinang (MPPP) (Lim, 2009), as well as Selangor's Majlis Bandaraya Petaling Jaya (MBPJ).

The Sustainable Penang Initiative is a pilot community indicators project approved by the Socio-economic and Environmental Research Institute (SERI) of Penang (Nasution, 2001). According to Nasution (2001), SERI is a NGO that operates as a group of experts' organization for the State Government of Penang. The project was corroborated by the Canadian International Development Agency (CIDA) and certified by the UNDP and the United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP).

The project is aimed at establishing a comprehensive set of indicators to monitor development in Penang. It also envisages that these indicators will be employed in integrated development planning and to teach the community regarding the SD as well as the methods by which it could be realized. The mission has engaged individuals from various levels including staff of the State Government agencies and the local authorities, the state legislative body representatives and parliamentarians, the trade community and entrepreneur, NGOs as well as the community-based organizations, academics and concerned individuals (Nasution, 2001).

An inclusive report of the Sustainable Penang Initiative was produced by December 2001 that explained on the five key elements of SD which have environmental sustainability, social integrity, financial efficiency, cultural vitality and accepted involvement (Nasution, 2001). It has acknowledged 14 indicators on the environment, 12 indicators on community well-being, 6 indicators on economy, 4 indicators on both culture and participation. However, the indicators reviewed in the Sustainable Penang Initiative continually integrated in the development planning and management of the urban heritage sites in Penang were identified as scanty (Hasan & Adnan, 2001).

In reality, the cycles of development in most of the heritage sites particularly in the urban areas were found to be not balanced. As stated by Homi, Albert and Hamdan (2010), George Town's physical infrastructure, its human capital and its economy were found to be not in tandem with each other till today. Generally, such a heritage site could have undergone numerous changes which would affect the sustainability of the heritage site. The major changes in the heritage sites which dated from the last three decades of the 20th century were found to be due to industrialization, economic growth and subsequent rapid urbanization (Nor Zalina, 2005).

According to Ahmad Basri, Suhana and Zaharah (2000), the significant changes in the ethnic and religious composition of the population of the historic city in Malaysia were due to the socio-economic changes happening in all spheres of life. The development of housing with better facilities outside the historic settlement has accelerated the process of the outward migration of the upper and middle-income families (Hasan & Adnan, 2001). At present, the majority of the families in the urban heritage sites was found to belong to the low-income group of the society (Nor Zalina, 2005).

In many cases, because of its need for space, the commercial activities have led to speculative land transactions and the subsequent demolition of the residential buildings (Hussain, Idris, & Mohamad, 2000). In a few cases, the traditional street pattern has largely disappeared because of the construction of new marketplaces (Hasan & Adnan, 2001). In the case of GTWHS, the historic urban pattern of fine grain and even texture of this city has slowly been eroded by the construction of office tower blocks and large shopping complexes (Ho, 2009).

Even though today many historic settlements have survived at least in part, however, they are often encircled and dwarfed by suburban development (Lee et al., 1986). In those cases where much of the urban fabric has remained intact, significant changes have occurred in the socio-and-economic organization within the historic settlements. Nor Zalina (2005) has reported in his study that the residential, business and cultural activities as well as the focus of urban life have often moved to the modern part of the settlement, and in varying degrees the historic settlements have become peripheral to the modern administrative functions and activities.

Under the impact of these changes, the urban heritage sites have become predominantly the abode of the low-income families with a dilapidated housing stock (Hussain et al.,

2000). This situation, plus with the intensification of the commercial and other activities, has created destroying circumstances or was having an adverse influence on the sustainability of the GTWHS. Clearly, if the current trends remain to keep on, at least a number of these heritage assets would be lost forever.

Recently, a comprehensive approach was adopted to formulate a framework for the safeguard and conservation of the Melaka and GTWHS (Ismail, 2008). This framework has defined that this heritage site conservation should be an integrated component of the broader urban context and that the overall urban design policies and development programmes should take into account the conservation as a fundamental factor. As established in the outline of Special Area Plan of George Town, the principles of sustainability should be used in assessing any development or intervention within the GTWHS (AJM Planning & Urban Design Group, 2011).

The SD indicator has implied that there has been an integration of the economic, environmental and social considerations in enhancing the overall sustainability of the heritage sites conservation. The application of these principles of sustainability could add value and should support the public and private actions aimed at preserving and enhancing the quality of this WHS.

The use of this mechanism has been aimed at infusing a culture where-by the sustainability considerations could become a fundamental value in the planning, design, policy-making and others. It has been recommended that any private or public, commercial or charitable development project on the WHS be subject to a cultural sustainability assessment (AJM Planning & Urban Design Group, 2011). This would translate into applying the sustainable principles in a simple, or in depth manner, to

assess the cultural, social, environmental and economic impacts of the development on the site.

3.5 INCENTIVES AND FUNDING FOR HERITAGE SITE CONSERVATION IN MALAYSIA

A number of incentives and financial grant aids in Malaysia are presently available for eligible projects of the heritage sites from the various agencies at the international, national and local levels (Abdul Ghafar et al., 2002). The listing of George Town and Melaka as WHS has exposed the opportunity to receive international funding for its conservation. The UNESCO World Heritage Committee has stated that the conservation of WHSs would not be achievable without the funds to sustain the needs of the world heritage (Abdul Ghafar, 2006).

Sources of income for the WHS conservation include the UNESCO World Heritage Fund (WHF). The UNESCO WHF has received most of its revenue from obligatory supports of nation states and charitable assistances (UNESCO, 2002). According to the UNESCO (2002), the WHF has provided approximately US\$4 million yearly in sponsoring activities insisted by States' Parties in need of international support. However, the UNESCO World Heritage Committee has been allocating the moneys according to the necessity of the requests, and main concern has been agreed to for the most endangered WHS. Other funds have included incomes obtained from the selling of the World Heritage periodical or funds-in-trust that are contributed by States' Parties for specific reason.

At the national level, the Malaysian Federal Government has allocated RM50 million for the preservation and conservation of the WHSs. Of this, RM30 million has been allocated

to Melaka under the management of the Department of National Heritage. And other RM20 million has been entrusted to Think City Sdn. Bhd., a private company set up under Khazanah National Bhd., the Federal Government investment company, to provide financial assistance for the GTWHS conservation (AJM Planning & Urban Design Group, 2011).

Besides that, there is also a heritage fund established under the National Heritage Act 2005 (National Heritage Act 2005, 2006). This heritage fund is controlled by the Commissioner for the purposes of purchasing the heritage and conservation areas, expenses incurred for the conservation and preservation including organizing campaigns, research study, publication of materials, etc. and giving of grants and loans.

At the local level, before the listing of Melaka and George Town as the WHS, insufficiency of funding for the heritage sites conservation was obviously seen where it has been given a low priority by the Federal as well as the State Governments in this domain (Abdul Ghafar, 2006). However, the listing of Melaka and George Town as a WHS respectively has transformed the attitude of the Local and State Governments in their commitment towards the heritage sites conservation. According to Abdul Ghafar (2006), the State Governments have been committed to UNESCO to protect, preserve and promote the WHSs. Recently, Lim Guan Eng (Chief Minister of the State of Penang) has said in his speech that the state has taken the necessary measures to comply to the entire requirements stated by UNESCO, among which is to provide an incentive programme for the WHS conservation (Lim, 2009).

This sincere attitude has given a positive impact to the other historic places in Malaysia. This can be seen in the increasing numbers of conservation activities of historic buildings and places in Malaysia (Siti Norlizaiha, 2011). Since the 1990's until 2000, the National

Heritage Fund provided by the management through the Department of National Heritage has engaged several schemes to safeguard and preserve the Malaysian heritage physical assets. According to Abdul Ghafar et al. (2002), in a period of ten years over 30 buildings and monuments have been preserved and restored all over Malaysia by the Department of National Heritage.

For the WHS conservation in Malaysia, the WHS's incentive programme has been placed in the WHO. As an expert heritage agency, the WHO should be able to streamline and direct the incentives to where action and help are most needed. The WHS incentive programme is subdivided into four packages as follows: i) financial; ii) non-financial; iii) revenue-generating; and iv) technical assistance (AJM Planning & Urban Design Group, 2011). According to the draft George Town Special Area Plan Report, the financial package is focused in providing financial assistance through grants and loan schemes.

The grant scheme can be further subdivided into various types to meet the varying needs of the community for restoration. A grant usually does not entail repayment unless otherwise specified. However, the WHO grants are not expected to be large sums of monies. They are subject to the availability of the WHO financial resources. The value of these grants would range from RM2,000 to RM50,000. The grants are to assist but are not expected to cover the entire costs of a project.

On the other hand, the loan scheme is devised to supplement the grant scheme (AJM Planning & Urban Design Group, 2011). However, WHO is not licensed to give loans. Because of that, WHO would have to negotiate and work with the local banks to create a special heritage loan scheme for the individuals and corporate investors. Under the loan scheme, WHO plays a supporting but important role in encouraging banks to participate and extend financial assistance for the restoration project in the form of loans. However,

the crucial part is to get a firm commitment from the banking institutions on how they could contribute towards preserving the OUV in the WHS.

The non-financial package is provided by the local authorities as two types of incentives, namely: planning and development incentives and the other are the fiscal incentives in the form of tax exemptions and discounts (AJM Planning & Urban Design Group, 2011). Some planning and development incentives are already available from MPPP in the GTWHS. However, this incentive should also be extended to the Melaka part of the WHS and be institutionalized as part of the WHS Incentive Programme in Malaysia.

Fiscal incentives are tied up to tax rebates, credits, exemptions or discounts provided at different government levels. At the federal level, the most important incentive would be that given by the Inland Revenue and related primarily to exemptions or rebates on income tax (Homi, Albert & Hamdan, 2010). Requests for exemptions from income tax by WHO from the Inland Revenue would benefit WHO and donors (individuals and corporations) who have made contributions in support of the WHSs. However, an income tax exemption would be beneficial when WHO has established a trust account to benefit projects and activities in the Malaysian WHSs.

At the state and local levels, the fiscal incentives are based on exemptions or discounts of taxes on land (state) and properties (local authority). There are some possible fiscal incentives that can be initiated by both the state and local authorities on the exemptions or discounts on the state quit rent and property assessment (Table 3.1). These incentives are conditional upon the building works having approval and in compliance with the development and building guidelines. There are double rewards to owners who have approvals and have complied with all technical requirements.

**Table 3.1: Options for Fiscal Incentives at State and Local Levels
(AJM Planning & Urban Design Group, 2011)**

Options	Nature of Fiscal Incentive	Duration
Exemption on Enhanced Value of Assessed Property (as result of restoration/conservation)	100% tax exemption on the enhanced value of property	Total Duration: 10 years For 5 years after which, the tax is imposed at 25% discount for next 5 years
Discount on Property Assessment or a Tax Credit	90% discount	Total Duration: 10 years 90% discount for first 5 years; reduce to 50% in the subsequent 5 years. Tax credit is an alternative form of discount where a credit is given for use later on
No change in Assessed Value of Building (after restoration)	The assessed value is unchanged and not reviewed	Total Duration: 5 years The value of tax base is held constant
Discount on State Quit Rent or Tax Credit	90% discount	Total Duration: 10 years 90% discount for first 5 years; reduce to 50% in the subsequent 5 years. The alternative is the tax credit

In addition to that, there is an income-generating package, where the income is generated from the working partnerships between WHO and the private sector. There are two schemes to be initiated and managed by WHO under this incentive package. The schemes are the heritage preservation scheme and the copyrights concession scheme. The heritage preservation scheme is to encourage reuse of heritage buildings in the WHS through purchase or donations. It would restore, sell or lease the buildings, with the attached heritage covenants that restrict their use.

Meanwhile, the copyright concession scheme is proposed to centralize copyrights of the WHS image into the hands of WHO in order to manage and ensure that they are not abused or misused commercially. The incomes generated from both schemes are shared between the owners and WHO on an agreed revenue sharing principle. This is part of WHO's efforts to increase independent revenue sources while encouraging and helping building owners in the WHS to start restoration or repair works.

According to the draft George Town Special Area Plan Report, the provision of incentives for the heritage conservation is closely tied to the availability of the financial resources to the proposed agency undertaking the conservation programmes. Although there are existing incentives in the WHS, the impact on the WHS is not apparent as the private sector and the local communities have yet to demonstrate active participation. Heritage conservation requires financing, and it will not be easy to compete with other development needs for the federal or state budgets. Finding alternative and new financial sources which are more sustainable are crucial for heritage funding whether at the federal, state or local levels (Abdul Ghafar, 2006).

3.6 CULTURAL HERITAGE AS TOURISM RESOURCE

According to Coccosis (2008), tourism has been changed from a leisure activity to become a major business sector worldwide in the last 50 years. In Malaysia, tourism has become one of the most important social and economic activities (Ibrahim, 2008). The tourism industry has become one of the main income generators for Malaysia since a few decades ago (Ling, Jakpar, Johari, Myint, & Shima, 2011). The tourism industry has been recognized as a main source of income and incentive to the Malaysian economic regeneration (Mohamed, 2005). The Malaysian Prime Minister Dato' Sri Mohd Najib has said at the UNWTO/World Travel and Tourism Council (WTTC) Global Leaders for Tourism Campaign that tourism has an important task in developing this country into a high-income country by 2020 (UNWTO, 2011).

Meanwhile, David Scowsill, the President of the WTTC has reported that the significance of tourism as a mover of Malaysia's economy is well-defined. The vacation industry and holiday business have contributed about 5% or RM124.7 billion of the GDP in 2011 to the Malaysian economy and has supported 1.6 million jobs or 13.8% of the

total employment (UNWTO, 2011). Based on these statistical data, since 2000, except for 2003, visitors' entries to Malaysia for the previous ten years have indicated a substantial increase (Table 3.2) particularly the latest four years when there are two historic cities in Malaysia which have been inscribed in the WHL.

**Table 3.2: Tourist Arrival and Receipts to Malaysia
(Ministry of Tourism, Malaysia, 2000-2011)**

Year	Arrival	Receipts (RM)
2000	10.2 million	17.3 billion
2001	12.7 million	24.2 billion
2002	13.2 million	25.8 billion
2003	10.5 million	21.3 billion
2004	15.7 million	29.7 billion
2005	16.4 million	32.0 billion
2006	17.4 million	36.3 billion
2007	20.9 million	46.1 billion
2008	22.0 million	49.6 billion
2009	23.6 million	53.4 billion
2010	24.6 million	56.5 billion
2011	24.7 million	58.3 billion

The recognition given by UNESCO to Melaka and George Town has put Malaysia on the world map of heritage and tourism. According to Tourism Malaysia, this country has attracted 24.6 million visitors creating visitor receipt of RM56.5 billion in 2010, up from 23.6 million visitors and RM53.4 billion visitor receipts in 2009.

Internationally, there is increasing acceptance of the economic and social significance of cultures and heritage as tourism resources (Carr, 2008). Similarly Malaysia has spectacular cultural heritage assets that readily exist to be discovered including the survival of multi-cultural, historic structures, colourful traditions and her people-responsive environment. The most important heritage components such as historic

buildings and sites as well as the distinct local cultures are usually established in many historical towns all over Malaysia.

Culture and heritage have been recognized as a new niche goods to be recognized broadly in the vacation industry development (Mohamed, 2005). Mohamed (2005) also has highlighted in his study that this new tourism attraction has grown as a potential form of alternative tourism among both global tourists as well as domestic travellers. The Malaysian cultural tourism has attracted great publicity throughout the world resulting in the boost in the number of arriving tourists yearly.

Malaysia has started to recognize the value and the significance of heritage and culture tourism when the tourists have been coming increasingly to this country to visit the cultural heritage areas. Experiencing a long association with the early immigrants and colonizers such as the Chinese, Indians, British, Japanese, Dutch and Portuguese, Malaysia does have an attractive and diversified cultural product.

In general, the management of heritage and culture tourism in Malaysia was reorganised under the Ministry of Tourism and Culture, began on the 20th of May 1987. This reorganisation has merged the Department of Culture from the Ministry of Culture, Youths and Sports with the Malaysian Tourism Development Corporation from the Ministry of Trade and Industries. But, on 22nd October 1992, the ministry was renamed as the Ministry of Culture, Arts and Tourism. In March 2004, this organization was later reorganized again into two ministries, that are the Tourism Ministry and the Ministry of Culture, Arts and Heritage (KEKKWA) (Mohamed, 2005). From March 2008, the Ministry of Culture, Arts and Heritage was renamed all over again as the Ministry of Unity, Culture, Arts and Heritage.

This separation of function has reflected the government's growing commitment to preserving our nation's cultural heritage (Ahmad Sarji, 2004) and it has been seen to be a recognition of tourism as a potential number one sector as well as a shift to promote the cultural heritage value of the nation. This separation of function also has influenced the government's engagements in these two sectors while sharing the same resources. The government's effort to preserve historic sites, monuments, building and artefacts has become more imperative in conserving the national heritage assets as well as to attract more tourist arrivals.

The listing of George Town and Melaka on July 2008 as UNESCO WHS was evident of the success of the reorganisation of the heritage and tourism organisation. The surviving of UNESCO WHS status until this time (2015) was the evidence showing the government's commitment to conserve these heritage sites. Increasing in a number of the tourists after the UNESCO WHS listing has shown that there are mutual agreements between these sectors. The availability of the facilities for the tourist needs was obviously seen from the growth in number of hotels and other facilities near to the heritage site (Din, 2008). The development of tourism has been found to be an important strategy for economic development, delivering a number of economic benefits such as an increase in employment, income and government returns (Mohamed, Lusiani, Omar & Muhibudin, 2010).

3.7 THE IMPORTANCE OF THE LOCAL INVOLVEMENT IN PROMOTING CULTURAL TOURISM FOR HERITAGE SITE SUSTAINABILITY

Cultural heritage attractions could play a significant role in tourism at all levels, and have attracted a huge statistics of tourists in heritage and arts (Abdul Ghafar, 1998). The

development of this leisure industry has emphasized the significant roles of the heritage sites as famous tourist destinations in Malaysia. These Malaysian heritage sites have expanded their cultural tourism goods and activities in order to attract more tourists. An effort to preserve historic sites, monuments, buildings and artifacts has become more imperative in conserving the national heritage assets as well as to attract more tourist arrivals.

However, the connection between heritage and tourism has almost become a vital issue in the cultural heritage conservation. Even though cultural tourism has positive economic and social impacts, it also has negative impacts on the societies and regions. The heritage conservation in Malaysia has always been a touchy subject when the conservation visions and strategies of the government have been seen as creating wealth through the enhancement of their heritage property values through the new and modern developments (AJM Planning & Urban Design Group, 2011).

Moreover, Malaysia has stood out among the nations with a rich selection of architectural and heritage buildings as well as for its multi-ethnic and the vast cultural variety (Johar, Ahmad, Ani, Tahir, Abdullah & Tawil, 2010). This identity of the Malaysian cultural heritage cannot be concealed since it already has been recognized by the world communities. It has been obviously seen that those tourists visiting Malaysia have been attracted by the diverse and unique cultural heritage. However, these cultural heritage sites are found to be fragile objects which can be affected by time and climate change, natural disaster and also human factors (ICOMOS, 2002). To ensure that the rights and necessities of our next generations would not be neglected, a sustainable mechanism must be implemented.

Sustainable tourism should be one of the government's strategies in developing, marketing and promoting the national tourism industry (Ibrahim, 2008). This sustainable tourism is seen very important in ensuring that there must be a sense of balance and harmony in the human and environment relationship. Support and consideration from the various agencies are needed in implementing a successful sustainable heritage and tourism management (Coccossis, 2008). It has been found to be important to involve stakeholders in any heritage and tourism activities.

UNESCO and UNWTO have emphasized in their policies on the importance of the local communities, site managers and other stakeholders' involvement in the sustainable conservation of the tourism resources particularly the sensitive historic sites (UNESCO, 2004). These policies reflect the responsibilities of all stakeholders; ensure the rights of the foreign/domestic visitors; and, ensure the rights and responsibilities of participating trades, inbound-outbound tourism personnel and all other related participants in this tourism sector (UNWTO, 2008).

In ensuring the success of this SD agenda, the government authorities have to engage the public and the stakeholders at every step of the process in order to educate and invite them to participate in the preparation of and hopefully to support the activities by turning them into more sustainable heritage (Ibrahim, 2008). However, several research studies have shown that even though the public participation has taken place, several problems for example the level of their participation in the management process, the ability of the local community to actively involve and offer assistance, one-sidedness power of the stakeholders as well as the difficulties relating to the specific situation such as the political and socio-economic contexts have affected the efforts of the local community's participation at heritage sites to be unsuccessful (Aas et al., 2005; Azhari & Mohamed, 2012; Tosun, 2001).

Based on a study by Ismail (2008), it was found that there was no serious contribution of the local stakeholders at the initial stage of the heritage site conservation in Malaysia. However, the awareness has been slowly increasing though it has rather been slow (Azhari & Mohamed, 2012). This has only begun to change in the mid-80s due to the appreciation of the unique cultural aspects of the local communities and the architectural character in a few historic places such as Melaka and George Town for tourist enjoyment (Din, 2008). During that time, the connection with the resource was used completely aesthetically for the tourists and for completely monetary reason for the manager and the community (Mohamed, 2008).

The awareness to conserve their heritage value was not obviously revealed until the founding of the Heritage of Malaysia Trust or Badan Warisan Malaysia (BWM) in 1983 as the leader in the on-going heritage movement in Malaysia. This NGO has played an important part in the movement of the Malaysia's built heritage conservation since 1983. The BWM consists of a group of educated people who have an awareness to conserve their heritage. This is one of the local community's initiatives to promote the conservation of Malaysia's heritage and to nurture the cultural learning about the history and heritage of Malaysia (National Higher Educational Research Institute, 2007).

The BWM has been taking a leading effort to preserve the history and culture of Malaysia. They remain to encourage the public and private proprietors to preserve and conserve historic buildings and its environs. Furthermore, they encourage their sensitive adaptation to new usages in order to ensure their future sustainability and significance. In this situation, a good relationship within the local community and the heritage management agencies has been found to be very important.

Based on the number of NGOs involved in conservation, it has shown that the local community's views are increasingly important in Malaysia. The government through their agencies should build good relationships with the local communities. As a result, the local communities would begin to feel more appreciated and be found trusting the government agencies. Therefore, this development has required the city governments to promote initiatives with the local population in order to increase their support at that level.

Most people have initiated their concerns about maintaining the WHS status of George Town. Chua (2010) has stated that the change in status has also inspired Penang's key tourism players to be optimistic about their future. However, with the UNESCO's warning that Penang can be in danger of losing its heritage status, the Penang State Government intends to take precise and urgent action to preserve the status as well as to promote the conservation of GTWHS. Successful tourism planning would require the involvement of the local residents with government commitment to support the development of the tourism sector in order to reduce the negative impacts on the local community and their heritage (Ling et al., 2011).

Moreover, Mohamed et al. (2010) have stated that understanding the background and support of the local community towards the tourism development has been found to be important for the local governments and policy makers because the success of the tourism activities was dependent on the active support from the local population. The positive attitude from the local community not only could help in increasing tourists' enjoyment levels but also at the same time, it could contribute to the 'word-of-mouth' promotion among international tourists.

Palumbo (2011) in his study has found that using the cultural heritage could mean that the supply would not be manipulated as unimportant product to the life of the local people, but it is instead lent by the community and its visitors, so as to give and receive from it. Enjoying culture could also mean that the resource should not be seen in separation but as part of the continuous asset that could link the people to its cultural setting, both physical and spiritual.

According to Throsby (2002), with this understanding, the values that have inspired heritage use would not be merely treated as aesthetical and economical, but probably more political, spiritual and social. The use of the resources could create the medians for its conservation and sustainability of their environment (Rizzo & Throsby, 2006). Since this protection has not been based on the massive restoration and interferences, it was locally appropriate and justifiable. It would create an option for the public participation which was not essentially given to vacation industry services only, but also would cover all facets of the conservation movement. In summary, the resource would be cared more in support of the people, and not just for the sake of only the site manager, who has been authorized and has felt responsible for its survival.

3.8 THE IMPORTANCE OF THE NON-USE VALUE OF THE CULTURAL HERITAGE FOR SUSTAINABILITY

Although there has been an increasing acceptance of the wider economic value of cultural goods by scholars, policy makers and industry players worldwide, however, the importance of economic valuation in estimating the value of the cultural heritage in Malaysia has not been comprehensive enough till now. It has not been widely implemented in the development and organization of the cultural tourism as well as the

heritage sites conservation in Malaysia. Most of the economic valuation research studies have been focusing only on the ecological and environmental areas.

For instance, the economic value estimated could provide policy makers with an indication of the importance of the un-priced cultural heritage resources as a whole in monetary terms. This significant value could assist policy makers recognize any incongruity relating to what the community truly has demanded as well as being willing to give for and the dilapidation to the resource due to more modern developments. The public preferences as measured by their WTP value for the cultural heritage conservation should be given due consideration in decision-making in order to promote the sustainability of the WHSs.

However, in Malaysia, this economic valuation has not yet been formally adopted as an aid to the cultural heritage management. Therefore, there is an urgent need for a planning strategy in order to make use of the present potential of the heritage place for their cultural heritage conservation. For example, the listing of George Town and Melaka as a WHS respectively has helped to develop the cultural tourism industry that has given economic benefits not just to the local communities, industries and its environs but also to Malaysia as a whole.

The Malaysian tourism industry, mainly hotels and inbound tour operators, should definitely achieve a lot more to support protection of our living heritage which has also been integrated into the tourism developments and strategy, improving its intrinsic value to the local economy, and further for its future. There is a need to reinvest certain of their incomes back into the local community and conservation. Involvement of all stakeholders in managing this heritage site has been found to be very important. The actual stakeholders for instance craftsmen and artists who survive in the heritage area

should realize that there could be some financial benefits to them. Then, the heritage and cultural tourism could be more sustainable and viable in the long time.

3.9 ECONOMIC VALUATION ANALYSIS IN MALAYSIA

The aim of this section is to briefly highlight some previous applications of the economic valuation on the non-use values carried out in Malaysia. Most of these studies were focused on forest preservation, solar energy, recreational areas and water supply analysis. However, there were only two studies related to the heritage conservation activities.

One of the studies was conducted by Azhari and Mohamed (2012) which has analysed the public's WTP for the conservation of heritage buildings in Kuala Lumpur. The study focussed on the random selection of the public towards the use-value of the heritage buildings in Kuala Lumpur. The objective of the study was to review the Malaysian public's WTP value for the heritage building conservation besides identifying their physical accessibility to those buildings in Kuala Lumpur. Their research effort was more focused on the physical condition rather than on the overall heritage site.

The study applied a mix-method of face-to-face semi-structured interviews aided by photographs-supported interviews and a structured questionnaire. Their study concentrated on 178 individuals, randomly selected public around Kuala Lumpur, to survey both uses and non-uses of the heritage buildings. However, they did not apply the CV methodology which most researchers usually used in measuring the WTP value.

The second study was in 2009 by Lilian, who examined the conservation value of a living heritage site on Penang Island, Malaysia. The objectives of the study were to estimate the Penang Island households' WTP value for the conservation of a living

heritage in George Town and to identify the determinants of the WTP value. However, the study applied the CV method concentrating on the living heritage existing within the inner George Town area. The respondents in this study were excessively broad where a total of 320 in-person interviews of Penang Island citizens were conducted.

The results showed that the CV method could be successfully applied to value a living heritage in Penang Island where the mean WTP value for the conservation of the inner George Town living heritage was about RM94.50 as a once-off contribution amount. As evidence above, both studies are not impressive enough to be applied in the planning and management of the cultural tourism and heritage site conservation in Malaysia.

3.10 SUMMARY

The discussion on the importance of the heritage site conservation has shown that Malaysia has started to take an initiative to sustainably managing their heritage sites. Although there has not been any national implementation of the SD activities and policies to date, there are several local councils in Malaysia which have already undertaken activities relating to this. This conservation effort is supported by various acts and legislations as well as funding sources as discussed in this Chapter. However, the provision of incentives for the heritage conservation has been closely tied to the availability of financial resources. Finding alternative and new financial resources has been found to be crucial for heritage funding at every level of government.

However, the tourism industry has been recognized as a main supply of income and incentive to the Malaysian economic regeneration. The cultural heritage resources have been recognized as irreplaceable goods to be established widely for the benefits of the economic improvement by providing a number of economic benefits such as increase in

foreign exchange earnings, employment, income and government revenues. There is therefore a need for a planning strategy in order to make use of the available potential of the heritage sites for their cultural heritage conservation. For example, the listing of George Town and Melaka as WHS has enabled the two states to develop the cultural tourism industry which has given economic benefits not just to the local communities, industries and its environs, but also to Malaysia as a whole. However, they need to plough some of their profits back into the community and conservation.

Involvement of all stakeholders in managing these resources has been found to be very much important in ensuring that there should be the balance needed between the residents and the environment. Participation of the stakeholders has been found to be essential to make them feel a shared responsibility in the maintenance of their resources. For that reason, research on the perception of the stakeholders towards the activities that have affected their life should be considered. Research on the attitude of the stakeholders towards the recognition of their areas which have been found to be attractive to the outside world should be taken into account as well.

As stated in the previous Chapters, heritage sites do have cultural and economic values. So it is very useful to implement heritage site conservation. However, this research study has only been concentrating on the economic values of the GTWHS as well as highlighting on the non-use values i.e. existence, bequest and option values. This substantial value has been found to help policy makers to identify any mismatch between what the public has actually demanded and were willing to pay for and the degradation of the supply due to modern developments. The public preferences as measured by their WTP value for the cultural heritage conservation should be given due consideration in decision-making in order to promote the sustainability of the WHS. Such consideration

will be explored in more details in the case of George Town. The characteristics of this study area will be introduced in Chapter Five.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.1 INTRODUCTION

This research study was designed for assessing the WTP value of the cultural heritage and its management for the GTWHS. This study is considered the first research in Malaysia focused on assessing the non-use value of the cultural heritage and social benefits in the heritage site conservation. To accomplish the specific objectives of the study, the main research outlook is triangulation in nature, with three data collection techniques in use namely: the CV questionnaire survey (quantitative approach), case study and interview (qualitative approach).

4.2 FORMULATION OF THE RESEARCH FRAMEWORK

This research study has proceeded from a few statements regarding the problems in the planning and management of heritage sites in Malaysia:

- It is important to consider heritage conservation as a social-cultural activity, not merely an expert practice;
- It is vital to think about the context of the heritage conservation plan such as its social, cultural, economic and environmental as critically as well as intensely as the site itself is reflected;
- The analysis of values is a practical method of valuing the environments and social-cultural qualities of the historic urban landscape preservation;
- Traditional ways of assessing the “significance” depend deeply on the historical and archaeological theories believed by the experts. As a matter of fact, no sole field or

technique has yielded a complete or adequate valuation of the heritage value. Then, a mixture of techniques from various fields should be covered in any thorough analysis of the values of a heritage site. Understanding of the economic values is a strong force shaping heritage and conservation when it is different to the established scope of the conservation experts;

- It is important to employ an idea of comprehensiveness by inviting diverse specialists and taking in the opinions of many groups with an interest in the planning and management process of heritage site conservation;
- The test of more efficient conservation planning is in its awareness to the desires of the stakeholders, communities and the general public;
- A more efficient review of heritage values, and incorporation of these diverse values, will directly to improve as well as be more sustainable to conservation planning and management;

In this section, two main subjects are highlighted: firstly, the conceptualization of this research framework which describes the methods that should be considered in achieving more sustainable management of heritage sites and secondly, the key concept to achieve sustainable management of the heritage site. Based on discussions in the previous Chapters One, Two and Three, which have discussed in detail in the literature review of the subject, the theoretical framework of the research has now been highlighted.

4.2.1 Cultural Heritage Value Assessment: Research Framework in Achieving Sustainable Management of Heritage Site

In the cultural heritage preservation area, the authorities are always challenged with the following three issues:

- Physical condition such as behaviour of the resources and physical organizations, the decay reasons and instruments, potential interferences and long-term efficiency of managements.
- Management context such as availability and utilization of resources, for example finances, skilled staff, knowledge, administrative and statutory obligations as well as environments and land use matters.
- Cultural meaning and social values such as why an object or place is significant, to whom, for whom it is preserved, the influence of involvements on how it is appreciated or observed.

Established these as urgent practices, lots of conservation experts and governments have acknowledged that better organization, relationship, and integration has been found to be needed in the conservation field. The UNESCO Malaysia World Heritage Office, BWM, PHT, and many other organizations and NGOs have set up guidelines for the integrated conservation management; engaging value-driven development practices that seek to integrate values more efficiently in conservation management.

However, most of the research efforts of the conservation field have been focusing more on the physical condition. Enormous steps have been made to understand and capture the physical deterioration which has emphasized on the preservation and restoration of the heritage and architecturally significant buildings rather than on the preservation and conservation of the heritage sites including their social and cultural values as a whole. As

a consequence, substantial evidence with specific applicability to the physical form has developed throughout the years. In the field of the management context, most of the researches though have concentrated on the problems of owners' rights and funding instead of on the difficulties of supply management in the conservation area or on the conservation of the cultural heritage as a public good within the society.

Based on theories of economics, this cultural heritage goods are available to everyone in a community to freely enjoy (Ready & Navrud, 2002). Economist valuing is one of the most influential methods where-by the public recognizes, measures, and chooses the comparative value of objects. So it is important to examine how this resource is allocated, achieved, controlled and delivered which has affected the public's happiness, thoughts, and involvement towards the cultural heritage preservation. Estimation of the values renowned to heritage is a very significant movement in any conservation work as values deeply influence the choices that are generated by the society.

Involvement of the public in valuing cultural heritage would be more influential in the sustainability of heritage sites. Economic valuation is one of the best methods in which the public involved in recognizes, evaluates and chooses on valuing objects. Thus, this economic valuation study is important in identifying private, public and shared benefits for the current, potential and future users or non-users. There are also important in allocating, managing and organizing the resources as well as affecting communities' wellbeing, attitudes and involvement towards their heritage conservation. The Contingent Valuation method of Stated Preferences technique was chosen for this research study because of its advantages to capture the non-market preference of the invisible value of heritage asset in public eyes.

The public preferences of Contingent Valuation Method as measured by their WTP value of the cultural heritage conservation should be given due consideration in decision-making to promote the sustainability of the GTWHS. There is extensive information worldwide about the success of this method in assessing heritage assets, its stewardship and so on. However, in Malaysia particularly, very little of this literature has been established in the perspective of the conservation field. Even though there is a great deal of ideas in related fields about heritage conservation, comparatively little study has focused on the details of the cultural heritage preservation in Malaysia.

Every conservation action is designed by what means an object or place is valued, its social settings, existence of material goods, local preferences and so on. As a discipline, one has to accept that conservation cannot join or progress with any real improvement or goal if we keep on to reduce the greater part of the conservation dialogue on matters of the physical condition only. Conservation threats moving back in the social setting if the non-technical difficulties of the cultural heritage conservation, the responsibility of modern people, and the social, economic, political and cultural mechanism in which conservation acts are well recognized and conveyed.

The long-existing top-down management tradition and organizational structure in Malaysia has given little space for flexibility and creativity to the bottom level of government. The multi-level, confusing and overlapping functions among sections of government have led to difficulty in forming clear conservation and management goals. Even if clear policy and goals have been formulated, it is a challenge to implement them in a suitable way since the rights and responsibilities are difficult to define. Also when there are too many levels and sectors in charge, nobody really takes responsibility. However, every one claims a share of the benefits but no one wants to shoulder the responsibility of protection.

The traditional conservation guiding principle and practices go by a series of stages that each requires a different range of the experts and actors, frequently with slight interaction between the ranges. Conservation, in general, mostly centering on the physical facets of heritage has frequently lost the inter-connectedness of management to the previous ranges. In the recent modern globalization, development of modern technology, people development, and the extent of participatory democracies and marketplace economies, it has become rather obvious to the wide conservation group that these societal developments are strong and fast moving cultures and communities. The future difficulties of the conservation area will revolve around not just from the heritage objects and sites themselves but from the contexts in which people embed them.

In these contexts, the meanings of heritage objects serve for the people and the practices to which heritage is put are the actual resource of the significance of heritage, and the reason for conservation in all thoughts (Avrami et al., 2000). As people transform, so does the responsibility of conservation and the chances for conservation to influence and sustain the people. These transformed social conditions have forced us to reflect practically about the future stand-point of conservation in the social agenda.

Figure 4.1 is the exemplar of an overall conservation planning process according to Mason (2002) which has considered the three realms of the cultural heritage conservation field which are the physical condition assessment, the cultural value judgment and the management context assessment. Thus, this research study intends to explore this model by focusing on the cultural significance in valuing the non-use values of the cultural heritage in the historic city of the GTWHS. However, the physical condition and management context assessment are also measured in this research study in order to establish a policy for sustainable management of heritage site. The existing physical condition is important to the study in order to get a general perspective of the site which

it will be used as a basis to create the valuation scenario. Meanwhile, the assessment of the management context is to get the views of the managers as well as to inform decision-making in management of this heritage site in order to achieve a sustainable WHS.

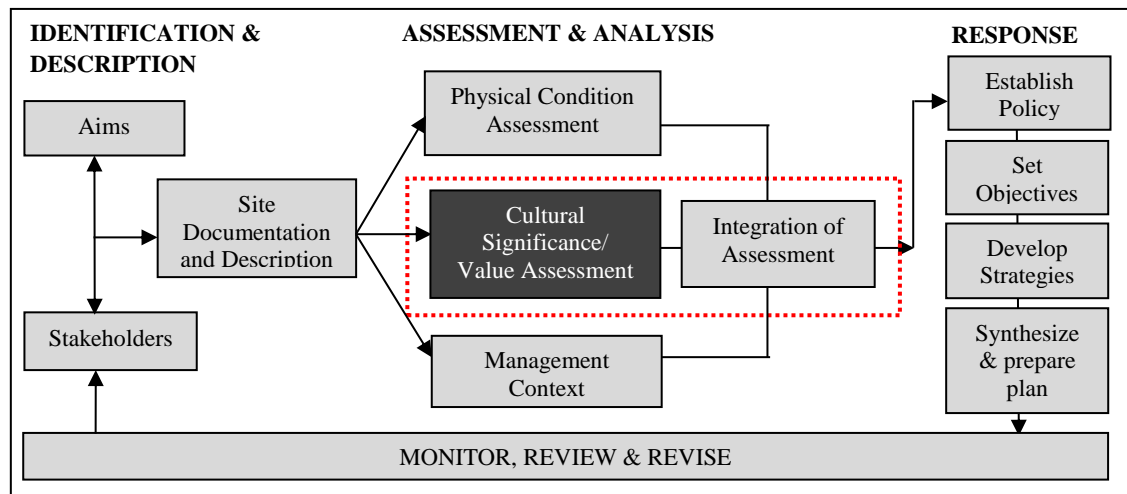


Figure 4.1: Planning Process Methodology (Adopted and modified from Mason, 2002)

Figure 4.2 is an example of the value assessment in a more comprehensive form of the cultural significance or value assessment which has been commonly employed by many conservation bodies worldwide. There are five levels of the planning process suggested based on the model of the value assessment proposed by Mason (2002). Through several stages of the value assessment practice recognized, management bodies can utilize a practical series of activities to produce and gather data regarding values as well as apply this in the whole direction and development procedure.

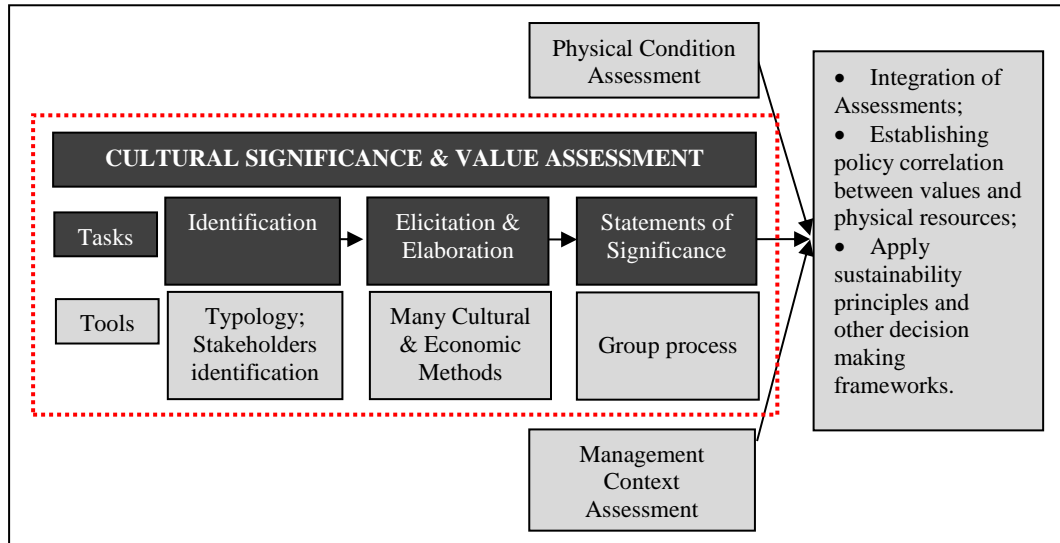


Figure 4.2: The Cultural Significance/Value Assessment Process (Mason, 2002)

Figure 4.3 shows the detailed process employed in this research study in assessing the non-use value of the cultural heritage for more sustainable conservation management and planning process of the GTWHS.

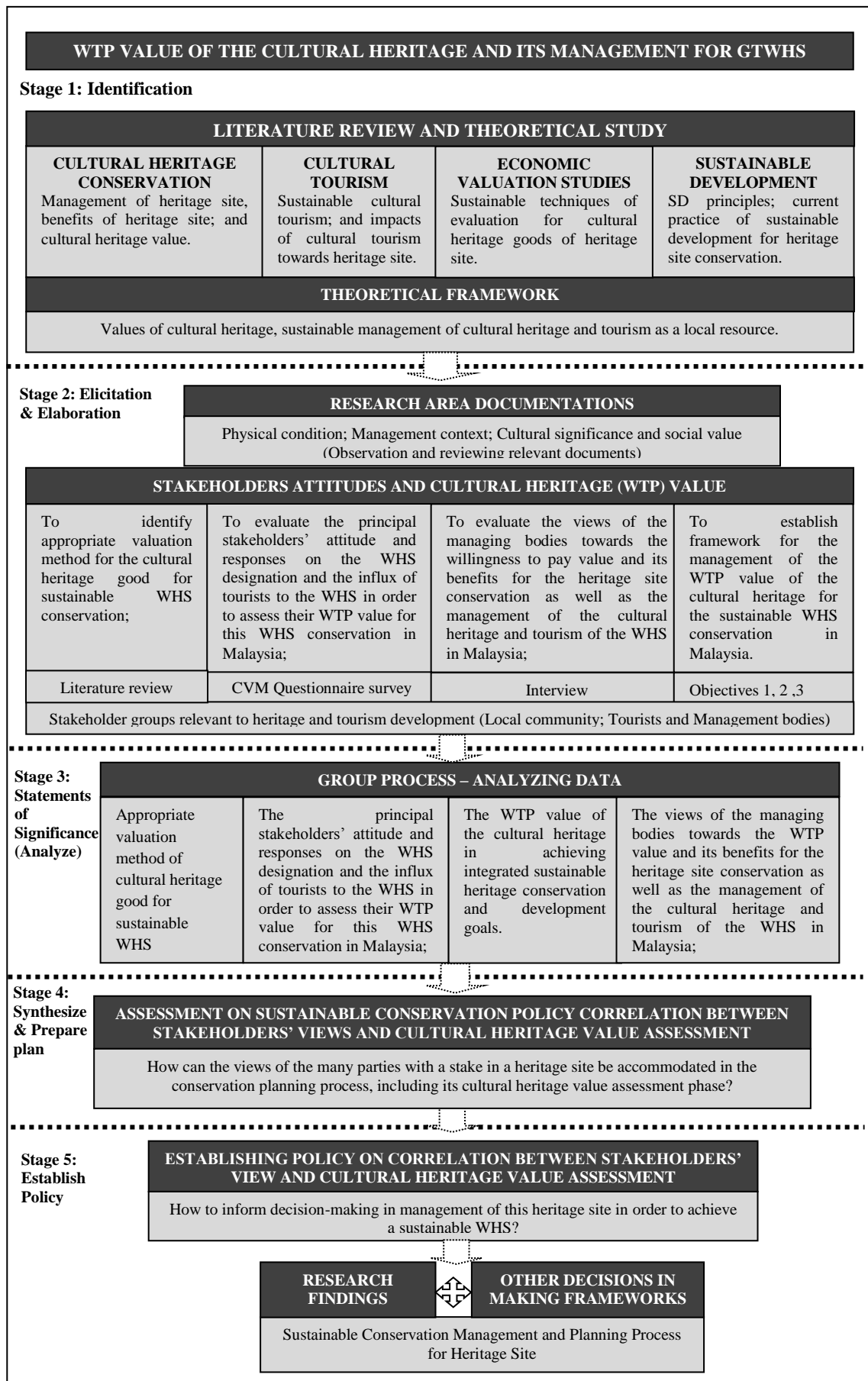


Figure 4.3: Research Design

4.2.2 Theoretical Framework for the Management of the WTP Value of the Cultural Heritage for the Sustainable WHS Conservation in Malaysia

In Malaysia, a comprehensive approach has been adopted in formulating the framework for the protection and conservation of heritage sites (Ismail, 2008). This framework has defined that heritage conservation should be an integrated component of the broader urban context and overall urban design policies as well as development programmes. However, very little is known as to whether the indicators for sustainable planning and management have been incorporated in the development planning and management of these heritage sites (Hasan & Adnan, 2001). This is evident from the increasing number of changes for these heritage sites.

The situation has still remained unchanged till today even though these heritage sites were listed as world heritage places. Generally, the prolonged changes in their physical and social development have been found to have affected the sustainability of the heritage site. Principles of sustainability should be used in assessing any development or intervention within the heritage sites. The application of these principles of sustainability would add value and would also support the public and private actions aimed at preserving and enhancing the quality of the heritage site. The use of this mechanism has been aimed at infusing a culture where sustainability considerations could become a fundamental value in planning, design, policy-making and so on.

The concept of sustainable management by Adams (2006) has generally been understood as encompassing three interrelated dimensions: environmental, social and economic sustainability that “meet the needs of the present without compromising the ability of future generations to meet their own needs” (United Nations, 1987, p 15). The relative importance of each of these components could change from time to time and in different

circumstances but in the long run each of these should be fulfilled in order for sustainability to be achieved.

Moreover, Stubb (2004) and Rodwell (2007) have concluded that no management of cultural heritage was found to be sustainable unless it was economically, environmentally and socially viable. In view of that, the factors enhancing these three facets of sustainability of the heritage site needed to be explored and considered in this research study.

There are five factors to be explored in the context of this study namely:

- a. Attitude, cultural knowledge and awareness
- b. Conservation and management
- c. Heritage interpretation and visitor management
- d. Funding and incentives
- e. Community involvement and partnerships

For this research study, the first factor that needed to be explored was the stakeholders' attitude towards the WHS status, cultural tourism as a local resource as well as the conservation and management of the GTWHS. In general, this could give a fair view of the attitude of the interest groups with a stake towards the cultural heritage and development, general level of cultural knowledge and awareness of the community. As mentioned in the earlier Chapters, a conflict on the attitude towards the meanings of heritage within an international and local view has been found. The meanings of the WHS for the local people might be quite different from those promoted by the governments, national tourism agencies and UNESCO. However, Chhabra (2010) and Landorf (2009) have stated that the positive attitude of the local people towards the cultural heritage and development could contribute to a collective sense of responsibility

for a site and could enhance vital connections between the local community and their heritage.

The second factor that needed to be considered by this research study was on the conservation and management of the cultural heritage. Most countries have heritage protection laws at a national and local level which have allowed the government to declare a site protected and to take legal measures against those who negatively neglected a site's heritage value. Conserving the values of the cultural heritage need to be understood as part of any conservation planning process and should be revisited, as conditions could change in ensuring that conservation interventions were found to be attentive and sensitive to the economic, social as well as physical conditions (Avrami et al., 2000).

Analyzing values through a participatory process which have involved the various interest groups with a stake in a place or object could help promote the sustainability of the conservation efforts. The stakeholders' involvement should be included in any sustainable management of heritage in order to reduce conflict (Mohammadi et al., 2010). Their participation in the planning and management process was found to be of paramount importance. It has been used as a means to improve communications, has obtained wider community support or buy-in for projects, has gathered useful data and ideas, has enhanced public sector or corporate reputation, and has provided for more sustainable decision-making (Engelhardt, 1997).

The third factor in this research study was the heritage interpretation and tourist management. Tourism has been found to be a part of almost all WHSs even in the case of the GTWHS. Some sites could attract even millions of visitors every year. Well-managed tourism could bring about economic benefits to the host countries by creating

employment and helping local businesses. If not properly managed, however, tourism could have an adverse impact on the sites and host communities. Heritage guides and visitor management were found to be a very important component of the sustainable heritage tourism (Kamamba, 2003). A good interpretation of the heritage sites and proper guidance of visitors could enhance the benefits from tourism and could also reduce the impact on both the sites and host communities. The direct interactions where the tourists might discover, experience and consume, the cultural history was found to be important to the sustainability of the cultural heritage assets.

The fourth factor of this research study was on funding and incentives for the heritage site conservation. This factor has been found to be among the most influential tool that could be used to achieve successful sustainable conservation schemes. Even though the opportunities were there, it was found to be not long-term whereas a routine funding was required for the sustainability of the heritage assets. Cultural tourism, which has been defined as cultural-based tourism that has aimed to minimize environmental impacts and to contribute to the economic development of the local communities has shown prospects for successfully funding conservation and SD programmes (Chhabra, 2010).

Visitor fees were found to be particularly promising in areas of high visitation due to their ability to generate income through market-based demands for the protected area products. Moreover, visitor fees could also come with the potential to regulate visitor numbers through appropriate pricing in over-visited areas (Emerton et al., 2006). A larger proportion of the local population should benefit from the cultural tourism related activities rather than merely bearing the burden of its costs. A more appropriately planned tourism, cultural heritage conservation and management were found to be needed which would spread both costs and benefits more equitably as well as being more sensitive to the social and cultural impacts (Chhabra, 2010).

And finally, the last factor in this research study that was found to be the most important was the community involvement and partnerships. Successful conservation was found not to rely only on the hard work of appropriately trained and well-informed individuals. In order to succeed in the longer term, conservation should have the active and enthusiastic support of a wide range of the local and community interests. By involving the local communities and other stakeholders in the planning process, it might be possible to prevent some of the potential conflicts. The ability of all stakeholders to play a role in the management of the heritage resource was found to be fundamental to authorizing the local communities and the equitable distribution of the benefits of that resource (Landorf, 2009). Figure 4.4 summarizes the key concepts in achieving the sustainable management of a heritage site.

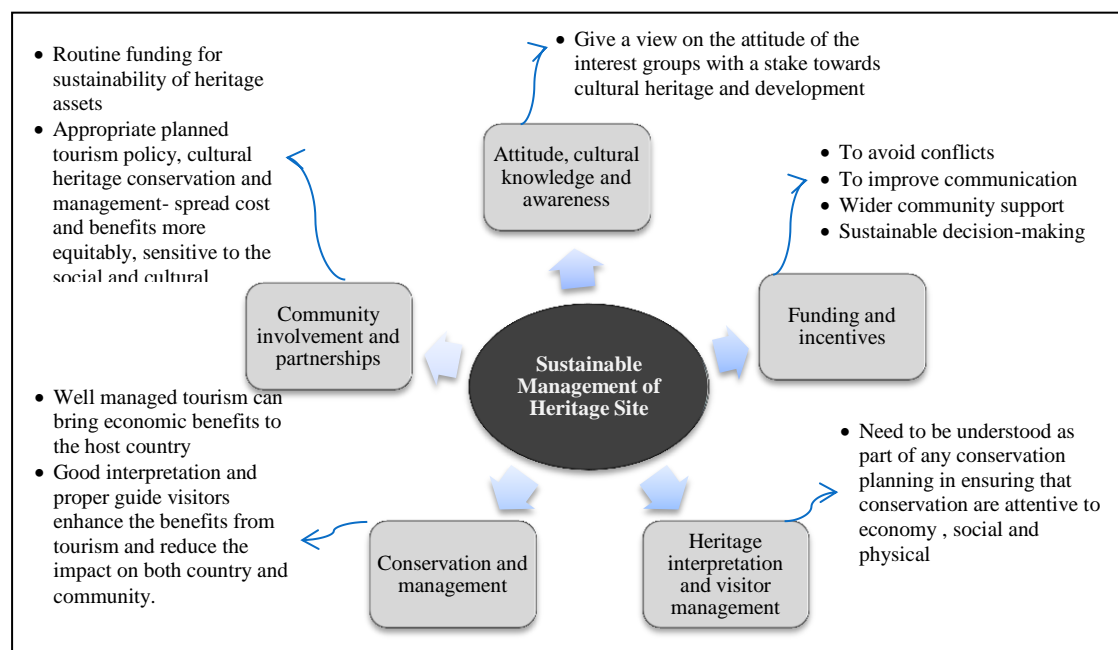


Figure 4.4: The Key Concepts to Achieve Sustainable Management of Heritage Site (Figure summarized by Noor Fazamimah M.A., 2015)

4.3 RESEARCH DESIGN AND METHOD

Yin (2002) has stressed that the key purpose of the research design should be to assist in avoiding a condition in which the proof could not be delivered to the main research questions. Creswell (2009) and Rani (2004) have described a research design as a plan or a strategy for act, identifying the techniques and practices for inquiry that would cover the results from wide hypotheses to in-depth techniques of data gathering and investigation, for fulfilling the research objectives and finding the solutions. In conclusion, Yin (2002) has provided comprehensive explanations of what could be the main concerns in planning the research task. Derived from his suggestions, the components of this research design would include the following:

- The research problems and hypothesis;
- Sampling procedures; and
- Methods of data collection

4.3.1 Research Problems

Recognizing and formulating a problem is one of the most vital parts of doing research in any area. Rani (2004) has described that a research cannot make progress until a problem is identified. A research problem may get numerous shapes, from the very straightforward to very complicated. This research study has attempted to evaluate the WTP value of the George Town cultural heritage in order to analyze the social benefits that would be generated by a proposed plan to conserve the historic city of George Town for a more sustainable WHS so as to reveal the benefits to the stakeholders of preserving the cultural heritage and show how these benefits should be captured as well as utilized to justify further investments in the preservation of this WHS.

In achieving more sustainable management and planning of the heritage sites in Malaysia, the main problem encountered should be on managing the conflicts between the resource conservation and tourism development. Heritage site can be perceived as a tourism product. Most of heritage sites have certain values that could be a magnet for people to visit. These values have become more distinguishable when their areas have been listed by international bodies as WHS since tourism has become a part of almost all WHSs. Some sites could attract even millions of visitors every year.

In the Malaysian context, the present development, the growth of the economy, educational standards and leisure time have all influenced the demand to conserve the cultural heritage. For the government and national tourism agencies, these heritage resources have become the country's assets to attract more tourists and could subsequently contribute to the country's economy as well as to the individuals who have had a stake. For the local society, the demand to conserve the cultural heritage has been to maintain their legacy for future generations.

There are many cultural heritage development policies and practices that have been introduced by the Federal and State Governments of Malaysia as an effort to control the degradation of the traditional heritage and to retain the historic built environment. Even though these policies and practices have appeared to be very comprehensive, the implementation has not been widespread. On records, guidelines on the importance of the stakeholders' involvement in the heritage site management and planning process have been formulated. But in reality, the implementation has remained separate and unconnected, holding the word that conservation has been separated from the social environments.

However, as society would change, so could the duty of conservation and the chances for conservation to influence and sustain the societies. The changes of the social conditions in Malaysia have forced us to reflect practically on the future stand point of conservation in the social plan. As explained in the previous sections in this research study, the management of the cultural heritage has not been sustainable unless it has been given due consideration towards the economic, environmental and social aspects.

The values assessment attached to a heritage has been found to be very significant in any conservation work as values could effectively influence the preferences that were expressed by the society. Throsby (2010) believed that the public's view has been found to be greatly important in valuing the cultural heritage. Involvement of the public in valuing the cultural heritage would be more influential in the sustainability of their heritage.

Thus, a need has arisen to evaluate the WTP value of the cultural heritage in formulating the heritage development plan and to make it physically, economically and socially acceptable and equally beneficial amongst the local stakeholders of preserving the cultural heritage than just only to contribute towards the overall SD of the heritage site in Penang. This way was perceived as an important means of enhancing reliability to the proposal and mitigating the required expenses. In this way, it is expected that this research study would help to prevent any more dilapidation of the WHS and sustain its historic environment.

In order to test whether this research problem would in fact hold true, the key research question of this research has been to find out how the WTP value of the cultural heritage could be captured as well as utilized to justify the social benefits of preserving the cultural heritage for a sustainable heritage site. This research question has been translated

into six sub-questions and objectives in order to serve as a guideline in conducting the research. These are:

Sub-Research Question 1 (SRQ1): What are the appropriate valuation methods for the cultural heritage goods for the sustainable WHS conservation?

Research Objective 1 (RO1): To identify the appropriate valuation methods for the cultural heritage goods for the sustainable WHS conservation;

Sub-Research Question 2 (SRQ2): What are the principal stakeholders' attitude and responses on the UNESCO WHS designation and the influx of tourists to the WHS in order to assess their WTP value for this WHS conservation in Malaysia?

Research Objective 2 (RO2): To evaluate the principal stakeholders' attitude and responses on the UNESCO WHS designation and the influx of tourists to the WHS in order to assess their WTP value for this WHS conservation in Malaysia;

Sub-Research Question 3 (SRQ3): What are the views of the managing bodies towards the WTP value and its benefits for the heritage site conservation as well as the management of the cultural heritage and tourism of the WHS in Malaysia?

Research Objective 3 (RO3): To evaluate the views of the managing bodies towards the WTP value and its benefits for the heritage site conservation as well as the management of the cultural heritage and tourism of the WHS in Malaysia;

Sub- Research Question 4 (SRQ4): How to help decision-making in the management of the cultural heritage in order to achieve the sustainable WHS conservation in Malaysia?

Research Objective 4 (RO4): To establish a framework for the management of the cultural heritage for the sustainable WHS conservation in Malaysia.

The non-directional hypotheses were constructed as the solution to answer the sub-research questions 1, 2 and 3 which would focus on the stakeholders' attitudes towards the research topic. The constructed non-directional hypotheses for this research question are:

1. Stakeholders' attitudes and responses on the UNESCO WHS designation will give direct influence on the WTP value of the GTWHS conservation.
2. Stakeholders' perception about the cultural tourism and its benefits for conservation will give a direct influence on the WTP value of the GTWHS conservation.
3. Stakeholders' views on the importance of preserving the non-use value of this WHS will give a direct influence on the WTP value for the GTWHS conservation.
4. Stakeholders' views of the conservation management will give a direct influence on the WTP value for the GTWHS conservation.

The above non-directional hypotheses will be analyzed and answered by adopting the inferential analysis of the Pearson's Correlation.

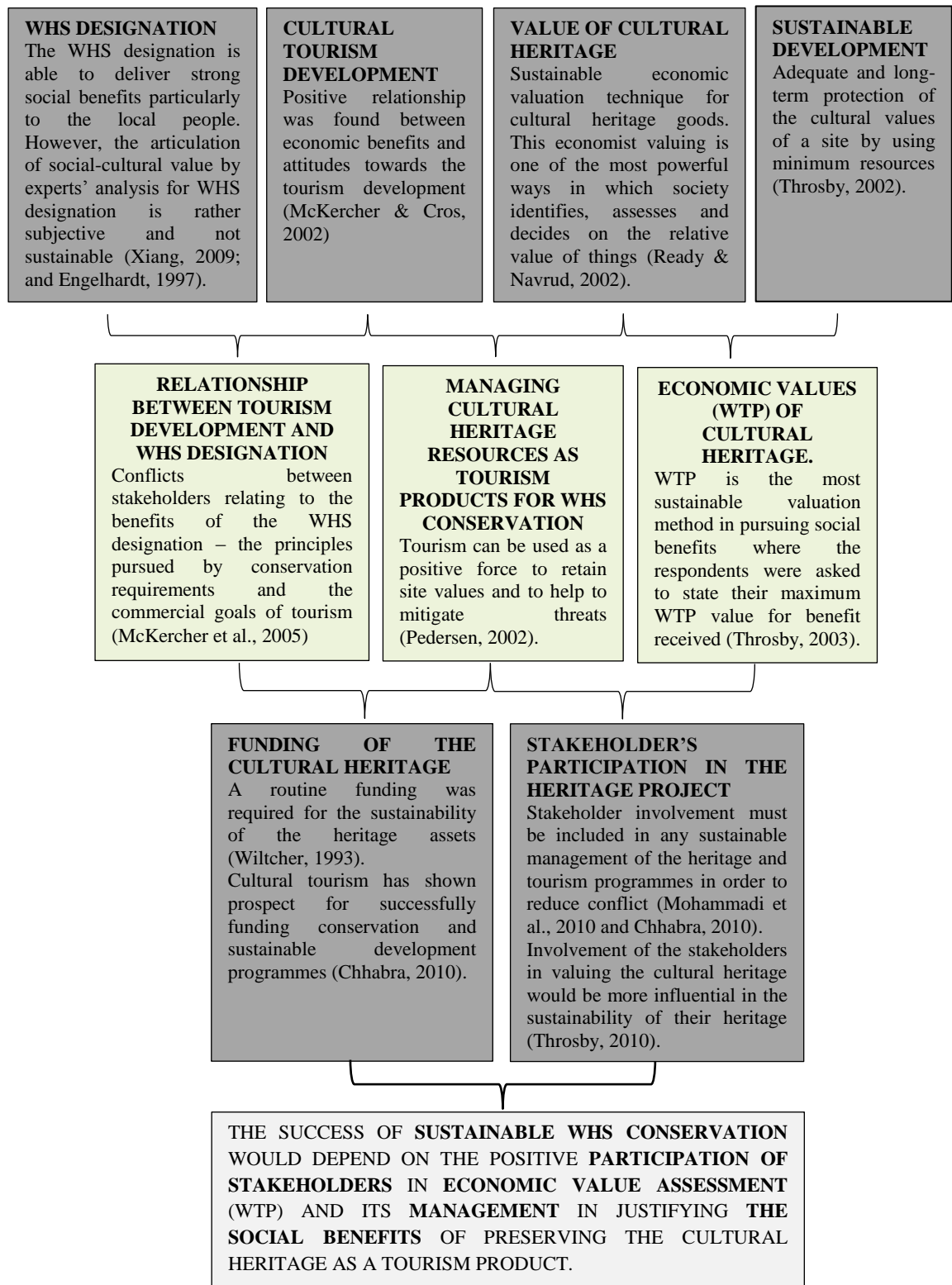


Figure 4.5: Theoretical Development Proposition for Research Study

Table 4.1: Linking Data to Proposition of Research Study

<p>MAIN RQ: How the WTP (WHAT1) value of the cultural heritage (WHAT2) could be captured as well as utilized to justify the social benefits of stakeholders (HOW) in preserving cultural heritage as a tourism product for sustainable WHS conservation (WHO).</p>			
<p>THEORETICAL PROPOSITION: Despite having physical condition and management context assessment, the sustainable WHS conservation is still much influenced by stakeholders' participation in cultural heritage value assessment (WTP) and its management in order to justify the social benefits of preserving the cultural heritage as a tourism product.</p>			
Construct Proposition	Method of Data Collection/ Source of Data	Data Needed to Collect	Expected Output
General perspective on management of WHS and Tourism	<ul style="list-style-type: none"> • Literature survey (Malaysian government documents) • Case study - observation Research area (case study) 	<ul style="list-style-type: none"> • Current situation of OUV • Social and political structures 	<ul style="list-style-type: none"> • Identification of issues on management of WHS and tourism
Cultural heritage value assessment	<ul style="list-style-type: none"> • Literature survey (Journals, books, articles related to heritage value) • Cultural heritage value assessment model - Practices of other countries 	<ul style="list-style-type: none"> • Theory and process of cultural value assessment • Theory on sustainable conservation 	<ul style="list-style-type: none"> • Sustainable method and process of valuing cultural heritage goods
Stakeholders participation	<ul style="list-style-type: none"> • Principal Stakeholders (Local and tourist) - Economic valuation survey 	<ul style="list-style-type: none"> • Attitude, knowledge and importance – WHS designation, cultural tourism • Conservation management • WTP value 	<ul style="list-style-type: none"> • Relationship between principal stakeholders' attitude towards WHS status, cultural tourism and its benefits for WHS conservation • The WTP value of cultural heritage
Management (social benefits)	<ul style="list-style-type: none"> • Principal stakeholders: Local professionals (organization) - Interview 	<ul style="list-style-type: none"> • Management of the WTP value • Long-term benefits of sharing for stakeholders 	<ul style="list-style-type: none"> • Managers views on the proposed cultural heritage conservation programme
Sustainable WHS conservation	<ul style="list-style-type: none"> • Stakeholders collaboration (Synthesize survey data) 	<ul style="list-style-type: none"> • Partnership and collaboration process 	<ul style="list-style-type: none"> • Framework for the management of the WTP value and long-term benefits of sharing for stakeholders

Table 4.2: Framework of the Research Study

PROBLEM STATEMENT: The local management system governing the heritage conservation in Malaysia has not clearly defined the value of the cultural heritage in justifying the social benefits of preserving the cultural heritage as a tourism product for the sustainable WHS conservation					
MAIN RESEARCH QUESTION: How the economic (WHAT1) value of the cultural heritage (WHAT2) could be captured as well as utilized to justify the social benefits of stakeholders (HOW) in preserving cultural heritage as a tourism product for sustainable WHS conservation (WHO).					
RQ CONSTRUCT	DESCRIPTION OF RQ CONSTRUCTS	RESEARCH SUB-QUESTION (SUB-RQ)	STRATEGY OF INQUIRY	EXPECTED OUTPUTS	KNOWLEDGE CONTRIBUTION
WHAT1 (Body of knowledge required to solve problem)	Sustainable valuation method	SUB-RQ1: What are the appropriate valuation methods for the cultural heritage goods for the sustainable WHS conservation? Research Objective 1: To identify the appropriate valuation methods for the cultural heritage goods for the sustainable WHS conservation.	Literature survey	Output 1: Sustainable method and process of valuing cultural heritage goods	Knowledge 1: Theory on sustainable valuation of cultural heritage goods
WHAT2 (Body of knowledge required to solve problem)	Stakeholders' attitude	SUB-RQ2: What are the principal stakeholders' attitudes and responses on the UNESCO WHS designation and the influx of tourists to the WHS in order to assess their WTP value for WHS conservation? Research Objective 2: To evaluate the principal stakeholders' attitude and responses on the UNESCO WHS designation and the influx of tourists to the WHS in order to assess their WTP value for WHS conservation.	Contingent Valuation Survey	Output 2: <ul style="list-style-type: none"> The WTP value of cultural heritage. Relationship between principal stakeholders' attitude towards WHS status and the WTP value for GTWHS conservation. 	Knowledge 2: Understanding and preferences among principal stakeholders towards WTP value
HOW (Action or impact on the what 1 & 2)	Managers' views on the WTP value and its management	SUB-RQ3: What are the views of the managing bodies towards the WTP value and its benefits for the heritage site conservation as well as the management of the cultural heritage and tourism of the WHS? Research Objective 3: To evaluate the views of the managing bodies towards the WTP value and its benefits for the heritage site conservation as well as the management of the cultural heritage and tourism of the WHS.	Interview	Output 3: Managers' views on the proposed cultural heritage conservation programme that has been established and concluded from literature and objective 1 & 2	Knowledge 3: Managers' standpoint on the WTP value and its benefits to the WHS conservation
WHO (Element used/impacted by study)	Management of WHS	SUB-RQ4: How to help decision-making in the management of the cultural heritage in order to achieve the sustainable WHS conservation? Research Objective 4: To establish framework for the management of the cultural heritage for the sustainable WHS conservation.	CV Survey & Interview data analysis	Output 4: Framework for the management of the WTP value and long-term benefits of sharing for stakeholders.	Knowledge 4: Framework to support the management of WHS and cultural tourism.

4.4 METHODOLOGICAL CONSIDERATIONS

An extensive selection of measures has been used in a great amount of areas pertinent to subjects of heritage conservation. The conservation area has usually been dependent on professional assessments of artworks, structures, and other objects, by art historians, architects, and archaeologists for advice on what to preserve. And the area has typically depended on technical and record or documentary techniques to examine the physical conditions of the heritage and decide how to preserve it (Xiang, 2009).

This research study has used the mixed-methodology design, a mixture of both the qualitative and quantitative methods. It has involved the logical hypotheses, the use of the qualitative and quantitative methodologies, and the mixed methods. Therefore, it is more than just gathering and examining both types of information; it has also involved the use of both methods in tandem thus the total potency of a study could be better than both the qualitative or quantitative study individually (Creswell, 2009).

Mixed methodologies are less eminent than both the quantitative or qualitative methods. Knowing that all approaches have constraints, Creswell (2009) has thought that biases inherent in any particular approach could counteract or revoke the biases of other approaches. However, Yin (2000) has suggested the use of evidence from multiple sources would have a complete advantage over other methods. The triangulation data sources methods have been widely used, especially in social research, to obtain precise and accurate data. Triangulation, which would require the use of various methodologies in complementary traditions, should be at the central of a method to extract and assess heritage values (Mason, 2002). As Denzin and Lincoln (1994) have described that the rationale for using this method is that the flaws of one method are often the strengths of

another and by combining several methods, researchers derive the best of each, while overcoming individual deficiencies.

4.4.1 Research Approach

This research study has applied the case study research approach. Case study is one of a number of research approaches, to be found between actual facts taking approaches and methodological paradigms (Yin, 2003). Instead of using big samples and going by a strict procedure to observe a limited number of variables, case study methods would engage a detailed, longitudinal investigation of a distinct case or event. They have provided an organized method of observing events, gathering data, examining evidence and recording findings.

Case study is a strategy of analysis in which the researcher discovers in detail a programme, event, action, procedure, or one or more entities (Yin, 2002). Events are bounded by period and action, and researchers could gather thorough evidence by a range of data collection techniques over a sustained period of time (Stake, 1995). Again according to Yin (2002), there have been six means of data and evidence for case study research which are documentation, archival records, direct observation, participant observation, physical artefacts and interviews. However, Yin (2002) has explained that no distinct source has an absolute benefit above the others and each case study need not necessarily apply all methods.

In the context of this research study, the single case study approach was carried out in search of empirical data on one of the historic cities in Malaysia inscribed as a UNESCO WHS. This historic city could represent a critical and unique case in the management and planning of cultural tourism and its heritage site conservation. In 2008, two historic cities

(Melaka and George Town) in Malaysia have been inscribed as WHSs. The influences of Asia and Europe have bestowed the cities with an intrinsically multi-cultural heritage imbued with both intangible and tangible values. If at all possible, this research study should involve a survey of both the historic cities. However, keeping in view the researcher's limitations, therefore it was considered appropriate to study only one historic city, George Town, Penang. As compared to Melaka, GTWHS has more complex issues which seemed to need more attention with regards to its heritage site conservation.

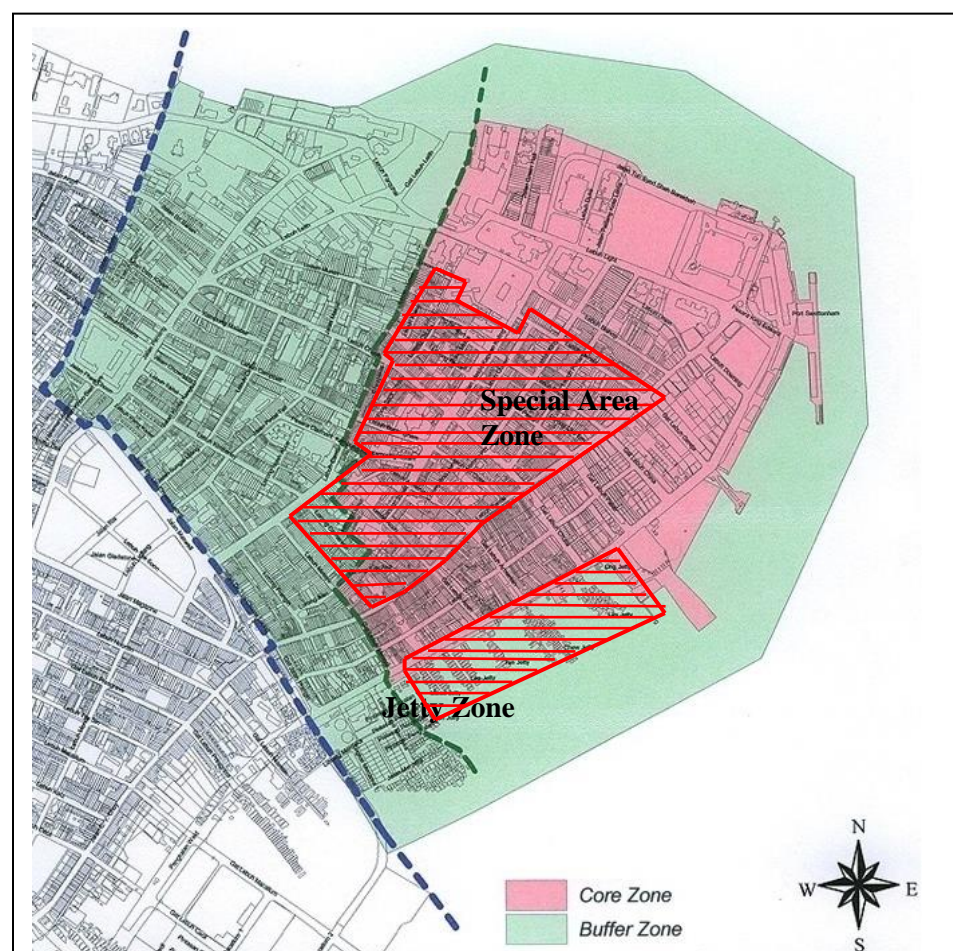


Figure 4.6: Research Area within GTWHS Conservation Zone
(Adapted from AJM Planning & Urban Design Group, 2011)

Figure 4.6 shows the research area within the GTWHS conservation zone. The GTWHS covers an area of 109.38 hectares bordered by the Straits of Malacca on the north-eastern cape of Penang Island, Love Lane to the north-west and Gat Lebuh Melayu and Jalan Dr Lim Chwee Leong to the south-west corner. There are over 1700 historic buildings in the

Core Zone aligned on four most important streets of Pengkalan Weld, Lebu Pantai, Jalan Masjid Kapitan Keling and Love Lane and several perpendicular streets of Jalan Tun Syed Sheikh Barakbah, Lebu Light, Lebu Bishop, Lebu Gereja, Lebu China, Lebu Pasar, Lebu Chulia, Lebu Armenian and Lebu Aceh.

The Core Zone is being sheltered by 150.04 hectares of Buffer Zone, confined by a stretch of sea area near the quay, Jalan Prangin to the south-west corner and Jalan Transfer to the north-west corner. For the purpose of controlling the use of Land and Buildings, the GTWHS is segmented into 7 mixed-use Activity Zones which are the Waterfront Zone; the Financial Zone; the Trade Zone; the Jetty Zone; the Enterprise Zone; the Tourism and Leisure Zone; and the Special Area Zone.

The Jetty and the Special Area Zone of the GTWHS were chosen for data collection. These zones have the highest concentration of significant cultural sites and Category 1 buildings within the GTWHS. These zones contain a complex layering of cultural, socio-economic, religious and residential morphologies. Based on the early historic settlement in George Town, these zones consist of three ethnic settlement areas: the Chinese settlement, the Indian settlement and the Malay settlement. The dominant activity in these zones is residential. Commercial activities within these neighbourhoods have been enhancing the cultural significance and OUVs of the site. A detailed study of this area is presented in Chapter Five.

4.4.2 Data Collection Methods

In any research, data can be collected by various techniques, in diverse locations and from diverse sources. As observed by Sekaran (2000), data collection techniques could consist of face-to-face interviews, telephone interviews, computer-assisted interviews

and questionnaires that have been personally managed, delivered via mailing or by e-mail. According to Ayob (2005), Rani (2004) and Sekaran (2000), data sources can be primary or secondary. The following methods have all proved to be useful in collecting data for this research study.

4.4.2.1 Secondary Data Collection

For the secondary data, initially it was envisaged that information would be available from books, relevant journals and newspapers. At this point, the review of the literature and relevant documents for this research study was limited to examining the backgrounds for both the heritage and tourism relevant to the selected research site, other supporting government documents and statistics, and relevant sources and information in terms of the national newspapers and Internet information.

The availability of documents could be an issue as it was notably difficult to obtain a satisfactory collection of relevant documents for evaluation in developing countries where planning and evaluation were found to be not as fully developed and available to the public as in the developed countries (Timothy, 1996). While a study of the documents could have helped to answer the research questions, the review of the supporting Malaysian government documents and relevant statistics would help to improve the understanding of the current situation and the specific social and political structures that this research study should be put in.

4.4.2.2 Primary Data Collection

For the primary data, the researcher has made available respondents for the research such as individuals, groups and group of respondents whose opinions could be required on

certain focuses. Interviewing, questionnaires as well as observing individuals and events are the three key data collection techniques in a survey research. As mentioned in Chapter One, the methods of the primary data collection in this research study were the questionnaire-based survey and interview.

i. Observation

The researcher has also collected useful data through observations. The activities included:

- a. Chatting with the local stakeholders and observing their interactions with visitors;
- b. Talking to tourists and asking them to complete the questionnaires of the survey when and where convenient;
- c. Roaming the town to observe the people, activities, facilities and the surroundings concerning the heritage resource planning and tourism.

Photos of the GTWHS were taken for use in the Show Cards (see Appendix A). The data obtained from these observations have been complementary to the data collected via other methods such as face-to-face interviews, questionnaires, etc.

ii. Contingent Valuation Questionnaire Survey (Q1, Q2)

Survey questionnaires are effective for social researchers who intend gathering original data for describing a population too big to study at once, and precise specimen offers a group of respondents whose qualities may be taken to indicate those of the bigger population (Babbie, 1990). They have been found to be a good way to measure perceptions and attitudes (Jackson, 1999). Survey research could deliver a quantifiable or a numeric explanation of trends, attitudes or views of a people by reviewing a sample of that population. As stated by Babbie (1990), this survey questionnaire take into account

the cross-sectional and longitudinal studies via inquiry form or structured interviews for data collection, with the focused of simplifying from a sample to a population.

This quantitative technique of research by the questionnaire-based survey has been considered the second level of the primary data collection for this research. In this research, three separate sets of questionnaires were designed and administered among the three key stakeholders in the field: local community, tourists, and management personnel. The first questionnaire (Q1) set was specifically meant for the local community in the case study area, a second questionnaire (Q2) set was specifically meant for the tourists and the third questionnaire (Q3) set was specifically meant for the selected management personnel in the tourism and heritage site management.

The Q1 and Q2 of the questionnaires were developed based on the CV methodology. The CV methodology has been found to be one of the stated preferences approaches usually used to elicit the maximum WTP value for non-marketed good (Mitchell & Carson, 1989). CV could elicit the maximum WTP value of the individual respondent to acquire development or evade destructions of the assets and facilities in a theoretical market (Khee, Hoong & Ying, 2009). CV has been popularly exercised to value TEV, containing the use and non-use values of an environmental good or service. CV has also been employed to value public goods and biodiversity in all aspects, like wilderness and landscape conservation and biodiversity (Adam, Motta, Ortiz, Reid, Aznar & Sinisgalli, 2007; Bann, 1999; Lee & Mjelde, 2007; Pearce & Ozdemiroglu, 2002; Radam & Mansor, 2005), preservation of historical artefacts (Dutta, Banerjee & Husain, 2007; Provins et al., 2008; Tuan & Navrud, 2008) , air quality (Afroz, Hassan, Awang & Ibrahim, 2005), water quality (Blaine & Smith, 2006; Tapvong & Kruavan, 2003), wetlands (Jamal, Bennett & Blamey, 2004), and leisure services (Ahmad, 2009).

According to Mourato and Mazzanti (2002), the CV method has proved to be the best technique to estimate the non-use value of the cultural resources that were not exchanged in the market. The use of the CV method has become increasingly common in Malaysia, especially to evaluate the benefits of agricultural functions and the natural environment (Samdin, 2010). There have also been many CV surveys on the cultural values in developed countries (Mitchell & Carson, 1989). However, there have been only a few studies done in valuing the non-use values in the developing countries especially in Malaysia.

The rationale for using the CV questionnaires would be to capture the highest amount that a respondent would be prepared to pay for the suggested management of the cultural heritage site conservation. The CV method has been extensively exercised to assess the WTP value due to its flexibility in use. It could even value goods and services with no visible behaviour but were simply comprehended and recognized by respondents (Khee et al., 2009). Moreover, Mourato and Mazzanti (2002) have stated that this method was more sustainable in practice for the cultural heritage value assessment.

Even though CV has been extensively employed in economic valuation, critics were negative of its capability to precisely and sufficiently quantify the WTP value for any environmental goods or services (Diamond & Hausmann, 1994). But, the CV results could be consistent if the references stated by the National Oceanic and Atmospheric Administration (NOAA) Board, have been thoroughly followed. The validity and accuracy of CV could be more improved by the respondents' understanding with the subjects and interviewed by well-skilled interviewers (Yoo & Kwak, 2009). This research study has followed those settings as thoroughly as possible in order to validate the consistency of the answers.

A number of phases were planned for a valid CV study and distribution of outcomes, and these phases which were adapted from Wedgwood and Sansom (2003) are presented in Figure 4.7.

PHASE 1 – PREPARATION	PHASE 2 – IMPLEMENTATION
STEP 1 – Select Interview Technique <i>(Face-to-face interview)</i>	STEP 7 – Enumerator training and pilot testing <i>(Enumerator selection, role playing, sampling in the field and pilot testing)</i>
STEP 2 – Develop Sampling Strategy <i>(Agreeing the sample size and how to achieve a random and representative sample)</i>	STEP 8 – Implement Survey <i>(Consider translation and the field manager role)</i>
STEP 3 – Develop the Scenario <i>(Defining the proposal options and deciding how the option will be offered to respondents)</i>	PHASE 3 – DATA ANALYSIS AND POLICY IMPLICATION
STEP 4 – Decide which elicitation method to use <i>(Defining the methods and deciding how the method will be offered to respondents)</i>	STEP 9 – Data entry and analysis <i>(Checking the validity of the data and considering how to present the results)</i>
STEP 5 – Cost the options <i>(Range of costs that could be realistically charged for each option)</i>	STEP 10 – Using the results to develop policy <i>(Consider translation and the field manager role)</i>
STEP 6 – Write questionnaire <i>(Section A; Section B; Section C; and Section D)</i>	STEP 11 – Ensuring that WTP studies inform policy <i>(Consider translation and the field manager role)</i>

Figure 4.7: Contingent Valuation Process used for this Research Study (Adapted from Wedgwood & Sansom, 2003)

The CV surveys hold certain distinctive qualities that would need specific thought. This is mostly due to three explanations:

1. CV surveys need respondents to reflect how a possible change in a good or service that is normally not exchanged in markets might influence them;
2. The category of public as well as varied goods and services frequently considered could be difficult and new to respondents; and
3. Respondents have been requested to generate a monetary assessment of the difference of awareness.

In this research study, the questionnaire was divided into 5 main parts, generally covering the following areas: the purpose of the survey; respondents' attitudes towards the area; current use of the area; valuation of the resource; and the socio-economic characteristics. The structure of the CV questionnaire was adopted from the Pearce and Ozdemiroglu (2002) as well as Tuan and Navrud (2008) studies. These five parts are described in more details below:

**Table 4.3: Structure of a Contingent Valuation Questionnaire
(Adapted from Pearce & Ozdemiroglu, 2002; Tuan & Navrud, 2008)**

Cover Letter: Purpose of the Research Study
Part A: Attitudinal Questions Variable 1 – Attitudes Variable 2 – Knowledge Variable 3 – Importance
Part B: Use of the Goods Variable 1 - Reason Variable 2 - Visit Variable 3 - Satisfied Variable 4 - Future trip
Part C: The Valuation Scenario Variable 1 – Value Variable 2 – Reason not to pay Variable 3 – Reason to pay
Part D: Socio-economic Characteristics Variable 1 - Gender Variable 2 - Age Variable 3 - Income (US\$/RM) Variable 4 - Education Variable 5 - Occupation Variable 6 - Tenancy status

a. Cover Letter: Purpose of the Research Study

The CV questionnaire for this research study would begin with a cover letter which stated the objective of the research study, justification why the research is essential, and how the information will be used, contact person for enquiry and affiliation of that person, confidentiality, return of the survey serves as consent, period of time it will take to complete survey and appreciation for participation. This cover letter has been attached to the questionnaire survey form.

b. Part A: Attitudinal Questions

The questionnaire survey opened with questions about the perceptions of the WHS status, cultural tourism and its benefits for the heritage site conservation, the non-use value of the cultural heritage and conservation management. The rationale of this part was to:

- (i) Assist respondents examine their own opinions and attitudes towards the WHS and cultural heritage related issues (tourism and management) in preparation for answering to the valuation questions;
- (ii) Reveal important basic reasons influencing respondents' support, or otherwise, for the cultural heritage conservation scheme, which could be found to be useful, incorporated in the analysis of the valuation responses.
- (iii) Identify respondent's level of the WHS conservation responsibility.

A range of question formats in this study have adopted the 5-point Likert's Scale. The Likert's Scale is a type of composite measure used in an attempt to improve the levels of measurement in social research (Md Nor, 2009). The Scale in this research study has used the standard response categories such as 'strongly disagree', 'disagree', 'partially agree', 'agree' and 'strongly agree' to determine the relative intensity of each item.

c. Part B: Uses of the Goods

This part gathered information on the respondent's recent use of, and benefits from, the WHS. It has also required discovering the respondent's knowledge of the significance of the cultural heritage, and the dangers it was presently facing. Much of the information relevant to the design of the imaginary market was also included in Part C of the assessment.

d. Part C: The Valuation Scenario

According to Anthony and Clement (2013), the demand for product warrants the existence of a market, however, not a conventional market since values articulated by individuals are contingent upon their preferences. A main element of the contingent valuation methodology involves identifying the target goods. A hypothetical market is one in which the researcher asks respondents to specify what they think they would do under the particular imaginary situation. Again it describes the benefits that could be made available and at what market value. An estimation of the demand for conserved cultural heritage is contingent upon the existence of a hypothetical market. WTP by respondents in the research study area was based on how the market was described. In this research, the researcher created a hypothetical market for the respondents to reveal their maximum WTP for the demand of conserved cultural heritage.

In general, hypothetical markets are proposed to locate respondents in the real world market-like situation to be able to purchase the targeted products by expressing their preferences for the good in question. According to Bann (1999), a contingent market would have three main components:

1. A ‘scenario’ which offers the respondents with a understandable explanation of the good he/she will be requested to value;
2. A ‘policy’ or plan that will be undertaken to make sure that the respondents receive the good; and.
3. A ‘payment vehicle’ indicating the method through which respondents will be likely to pay for the policy or plan.

The scenario, policy and payment vehicle jointly would outline a hypothetical market for the non-marketed good in enquiry, by way of which respondents could state their WTP value to purchase the good (Mazzanti, 2002). This is the hypothetical contingent market.

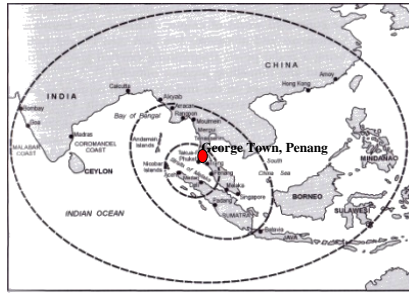
High-quality CV plan would need generate practical scenarios, comprehensible policies, and a convincing and established payment vehicle (Wedgwood & Sansom, 2003). The hypothetical contingent market established in this research study has been explained in details below.

The respondents were initially presented with a scenario, which has provided a comprehensible explanation of the GTWHS that was the good that they were to be enquired to value. Information on the GTWHS was presented using maps, texts and photographs. The Show Cards (see Appendix A) were delivered to the respondents and complemented by several photos of the WHS in a pleasant and poor state as well as the WHS benefits (social, economy and environment). The text used was simplified and easy to understand in order that complicated ideas for example multi-cultural heritage could be efficiently conveyed to the local and tourist respondents. Respondents were at first shown two maps.

Map 1 illustrated the location of Melaka and George Town as the two WHSs in the map of Malaysia (Figure 4.8). Map 2 showed the Conservation Zone of the GTWHS (Core and Buffer zones) which emphasized the study area (Figure 4.9). The idea of Map 2 was to apparently demonstrate the study area of the Penang State, and to impress upon the respondents that the Historic City of George Town has been just conferred one of two WHSs in Malaysia together with Melaka. This map has described the George Town study area, indicating the Jetty and Special Area Zones so as to familiarize the respondents with the geographical area over which the study would relate.

MAP 1

GEORGE TOWN WORLD HERITAGE SITE



Penang's Trade and Shipping Linkages
Source: Loh Wei Leng (2009)



George Town and Melaka in Malaysia map
Source: www.pulau pinang.com (2012)



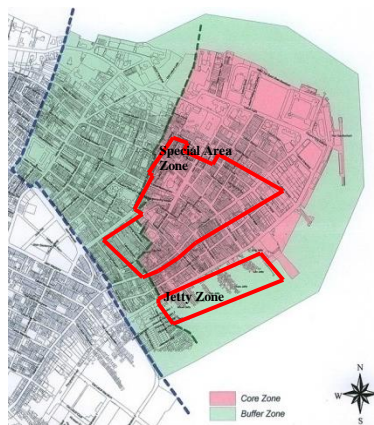
George Town in Penang map
Source: www.pulau pinang.com (2012)

Melaka and George Town, Malaysia are remarkable examples for historic colonial towns on the Straits of Malacca that demonstrate a succession of historical and cultural influences arising from their former function as trading ports linking East and West. There are the most complete surviving historic city centres on the Straits of Malacca with a multi-cultural living heritage originating from the trade routes from Great Britain and Europe through Middle East, the Indian Subcontinent and Malay Archipelago to China. Both town bear testimony to a living multi-cultural heritage and tradition of Asia, where the many religions and culture met and co-existed. They reflect the coming together of cultural elements from the Malay Archipelago, India and China with that of Europe, to create a unique architecture, culture and townscape (AJM Planning & Urban Design Group, 2011)

Figure 4.8: Map 1- Location of Melaka and GTWHS in the Map of Malaysia
(Figure prepared by Noor Fazamimah M.A., 2012)

MAP 2

STUDY AREA: GEORGE TOWN WHS CONSERVATION ZONE

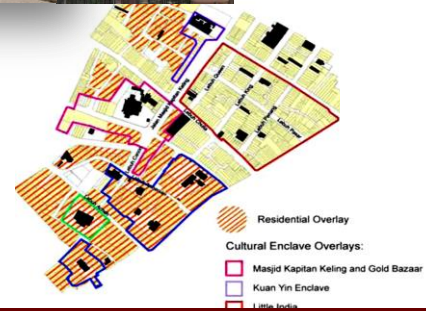


Study Area within George Town WHS
Conservation Zone

THE SPECIAL AREA ZONE



THE JETTY ZONE



The STUDY AREA (SPECIAL AREA AND JETTY AREA ZONE) has highest concentration of significant cultural sites and Category I buildings within the World Heritage Site. This zone contains one of the largest surviving ensembles of pre-War buildings in Southeast Asia—numbering nearly 1,000 and including vernacular and religious structures. Additionally, this area has maintained some first-generation brick buildings in the old historic core that date between 1790 and 1870. These include over 40 religious structures. The area consists of vibrant, multicultural historic communities where religious festivals and traditional lifestyles remain highly visible. Communities that have lived in this area for generations continue their unique traditions that have been passed down since George Town was an important colonial outpost, linking East and West, along the Straits of Malacca trade route.

Figure 4.9: Map 2 - The Study Area of the Conservation Zone of the GTWHS
(Figure prepared by Noor Fazamimah M.A., 2012)

Show Card A described the OUV of the GTWHS (Figure 4.10). Substantial effort was made to summarize this idea so that it could be comprehensible to the local community and tourists. This Show Card was complemented with images of three criteria of the OUVs of the GTWHS.

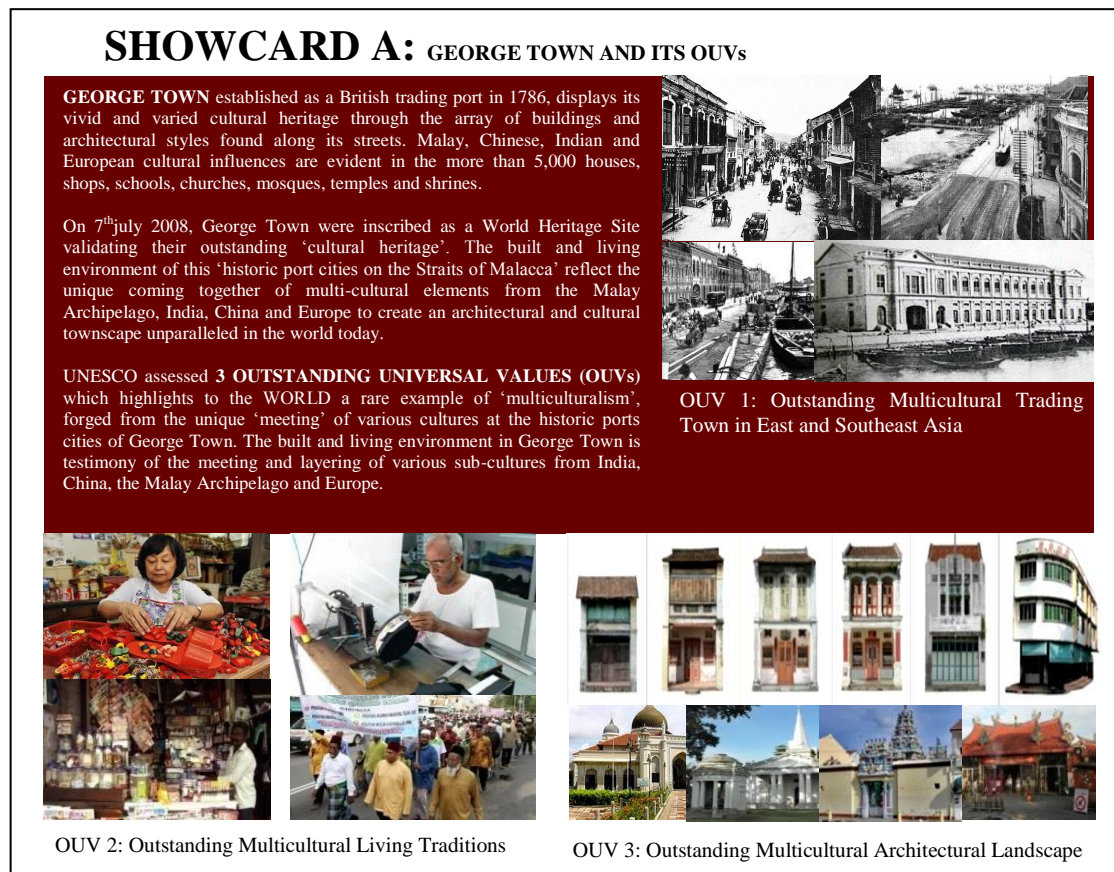


Figure 4.10: Show Card A – Outstanding Universal Value of the GTWHS
(Show Card A prepared by Noor Fazamimah M.A., 2012)

Show Card B defined cultural heritage and their many uses and functions, described the current dangers to the area, and emphasized the significance of the cultural heritage of George Town as a WHS of international importance (Figure 4.11). The information on this Show Card was combined with photos of cultural heritage uses and functions; cultural heritage in bad condition; and rare and endangered building, monument, the site of George Town.

SHOWCARD B

THE IMPORTANCE OF THE CULTURAL HERITAGE OF GEORGE TOWN AS A WORLD HERITAGE SITE OF GLOBAL SIGNIFICANCE

Cultural heritage includes historic buildings, sites, cultures and other invaluable assets as well as tangible and intangible assets that have distinguished elements that have encapsulated the nation's soul and spirit. Cultural heritage is an inheritance of a nation, an ethnic group and more broadly, of all human beings. Ultimately, heritage sites, buildings, natural environment and traditional activities have been found to be of paramount importance for each nation and country. However, conscious or unconsciously most of these cultural heritage characteristics which have been established all over the world are basically facing similar problems which have gradually led to their deterioration today. Currently, the cycles of development in most of the heritage sites in Malaysia particularly in the urban areas were found to be not balanced. Generally, such heritage site could have undergone numerous changes which would affect the sustainability of these heritage sites. The major changes in these heritage sites which dated from the last three decades of the 20th century were found to be due to industrialization, economic growth and subsequent rapid urbanization.

George Town has 259.42 hectares of heritage area (the core and buffer conservation zone) of rich cultural heritage all around in the inner city area. Within this heritage area, there are more than 5000 historic buildings which are aligned on four main streets of Weld Quay, LebuhrPantai, Jalan Masjid KapitanKeling and Love Lane besides other perpendicular streets such as JalanTun Syed Barakbah, Lebuhr Light, Lebuhr Bishop, LebuhrGereja, Lebuhr China, LebuhrPasar, LebuhrChulia, Lebuhr Armenian and LebuhrAcheh. The study area (Special Area and Jetty Area zone), which are the sole focus of this study, are located at the core conservation zone of the George Town World Heritage Site (WHS). The areas consist of vibrant, multicultural historic communities where religious festivals and traditional lifestyles remain highly visible. Even though today these areas have survived at least in part, however they are often encircled and dwarfed by suburban development. (Showcard C Scenario A shows the present state of affairs at the George Town WHS). If the present trends continue to persist, at least some of these cultural heritage assets may disappear and would be lost forever.

A Special Area Plan prepared by the UNESCO Malaysia World Heritage Office under the Ministry of Information, Communications and Culture for George Town WHS recommended that: 'The whole of George Town WHS conservation zone should be designated as a dynamic historic living city' The strategies and actions should be undertaken in ensuring that the OUVs of WHS is conserved and transmitted to future generation, whilst at the same time supporting the vision for sustainable growth of the heritage city.

That is it should be protected. The benefits of this would include:

- Maintenance of heritage buildings character
- Conservation of the George Town's traditional townscape character and provision of spaces for traditional daily activities
- George Town would continue to be productive and vibrant living city with their traditional formal and informal street activities

Figure 4.11: Show Card B – The Importance of George Town as a WHS of Global Significance (Show Card B prepared by Noor Fazamimah M.A., 2012)

Respondents were later offered a review of the present management situation (policy), subsequently with the proposed new management situation, which would undertake the preservation of the WHS area. This was the hypothetical change which respondents were requested to value. The change to the new management proposal would improve the condition of the cultural heritage resources by declaring that its diverse series of values were appropriately guarded and administered.



Figure 4.12: Show Card C (Scenario A) – Issues of the GTWHs Conservation (Show Card C prepared by Noor Fazamimah M.A., 2012)

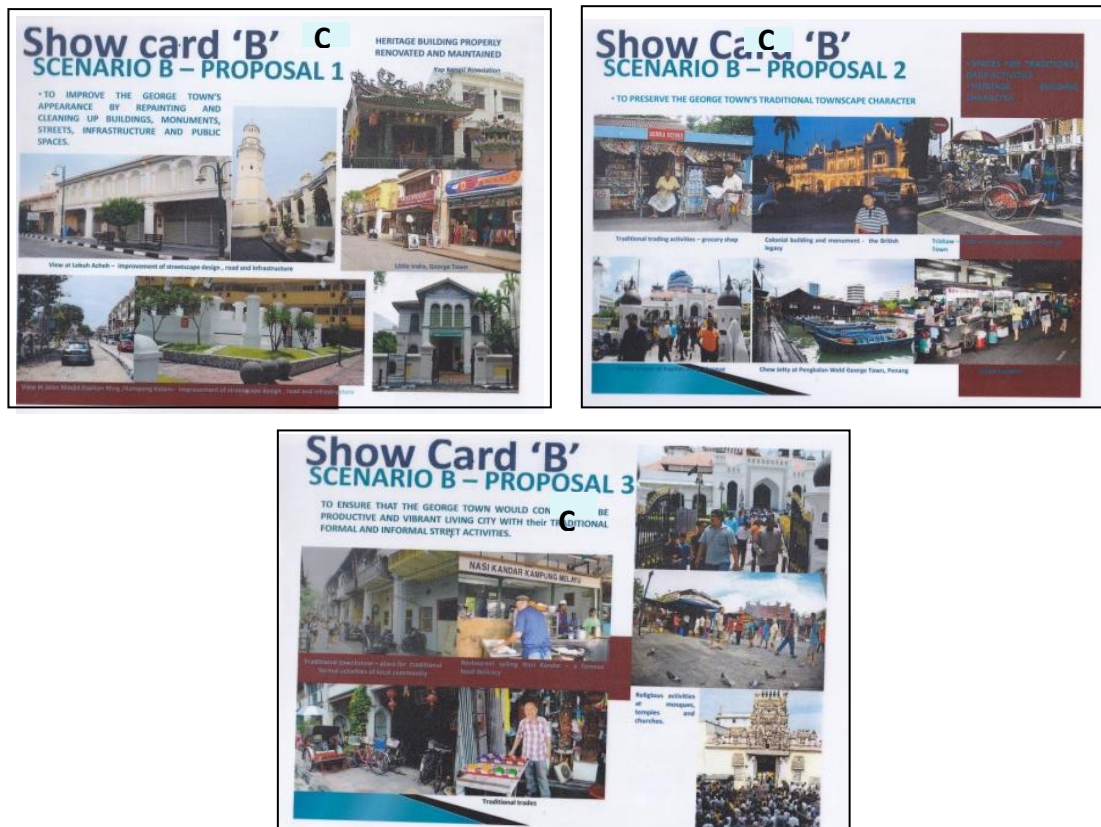


Figure 4.13: Show Card C (Scenario B) – Proposed Protection of the GTWHs (Show Card C prepared by Noor Fazamimah M.A., 2012)

Show Card C offered the two management situations: Scenario A shows situation with no protection (Figure 4.12); and, Scenario B shows the new management proposal which would protect the cultural heritage (Figure 4.13). This card was complemented by photos of cultural heritage in fair and poor conditions.

Together with the Show Card C - Scenario B, the respondents were introduced to the elicitation procedure where the proposed management and protection of GTWHS would take place. Figure 4.14 shows the elicitation procedure used in the research study valuation process.

“As prescribed, management and protection of the George Town cultural heritage are necessary to protect the historic area and to improve the standard of living of the local population by preserving their traditional way of life and activities. Evidently, the implementation of this project would cost money and people would have to pay their share of the costs on a continuing basis if they want to enjoy the benefits protection of the cultural heritage will offer.

As such, suppose that in order to protect the cultural heritage, your household would be asked to pay a annually fee to the George Town Heritage Conservation Fund, which will be established and managed by an organization selected by the respondents to help protect the George Town’s cultural heritage. Please think for a second about how much this would be worth to you and your household. (If respondents have any doubts about the efficiency of the proposed project, tell them to assume that it will work well).

Please keep in mind:

- 1. The issues discussed here are only a few among many other problems George Town and Malaysia face.*
- 2. This interview is on the protection issues of George Town only and not on other issues or other areas around the country that you may be concerned about.*
- 3. Your own personal income is limited and has important alternative uses.*
- 4. There are no right or wrong answers and you should answer for your household.”*

Figure 4.14: Introduction to the Elicitation Procedure (Figure prepared by Noor Fazamimah M.A., 2012)

The payment vehicle is the last component of the contingent market. Employed in this research study was a yearly payment for local respondent and per visit for the tourist to a George Town Heritage Conservation Fund (GTHCF) to be managed by the organization selected by the respondents. The different scale of payment vehicle was used for these two types respondents because the scale will influence the respondent WTP values (Tuan & Navrud, 2008). The respondents may give different WTP values, depending on the

specific form of the payment vehicles chosen. These payment vehicles are mandatory, and give respondents the incentive to truthfully state their preferences for conserving the GTWHS.

The intention of the WTP part was to establish the respondents' WTP value for the protection of the cultural heritage in George Town so as to value the resource. Respondents were requested their WTP value in order to protect the cultural heritage of George Town through a change from Scenario A to Scenario B in terms of a yearly (for local respondent) and per visit (for tourist) payment to a GTHCF which would be administered by the organization selected by the respondents.

Two special elicitation practices were adopted for this research study; firstly, the payment ladder approach which had performed ably in other CV study carried out in Malaysia, (Bann, 1999); and, secondly, a referendum enquiry, followed by a double bounded dichotomous choice (DBDC) form of enquiry. The surveys were identical in all other respects.

A payment ladder is a kind of 'payment card' which sequentially lists a choice of WTP values from small to large. Respondents were requested to tick the sums they were confident they would pay and to cross out the sums that they were certain they would not pay. The payment ladder employed in this research study was shown in Figure 4.15. The values could correspond to likely yearly fees for local respondents and per visit for tourist to the GTHCF. Respondents were requested to start with the smallest values and, considering each value in turn, to place a tick opposite to those sums that they were almost sure that these would be the WTP value. Respondents were next requested to choose the values at the high end of the ladder, and to tick those sums that they were almost sure that these would not be WTP value. In addition to present information on the

highest amount they would be certain to pay, and the lowest amounts that they would certainly not pay, the payment ladder technique could show the level of support that the respondents would have in expressing their WTP value.

Range of Willingness-to-pay Value (Yearly/Visit)	
RM(Ringgit Malaysia)	Please indicate with a (✓) or (X)
0.00	✓
0.50	✓
1.00	✓
2.00	✓
3.00	✓
4.00	✓
5.00	✓
6.00	✓
7.00	✓
8.00	✓
9.00	✓
10.00	✓
15.00	x
20.00	x
25.00	x
30.00	x
35.00	x
40.00	x
45.00	x
50.00	x
75.00	x
100.00	x
➤ RM100.00	x
Please tick your amount	

Figure 4.15: Payment Ladder
(Figure prepared by Noor Fazamimah M.A., 2012)

The second elicitation technique employed in this research study is referred to as a referendum question followed by the double bounded dichotomous choice (DBDC) approach. A referendum question was asked at the opening of the second elicitation

practice which straightforwardly enquired the respondents if they would be any WTP value in the proposed plan (yes or no). Respondents answering 'no' to the referendum question were subsequently requested to provide their explanations for not giving any WTP value for the protection of the George Town cultural heritage.

Respondents answering 'yes', were offered with the Dichotomous Choice (DC) WTP questions. The DC questions format has presented the respondents with a take it or leave it price (recognized as the bid level) for the good being valued. It has been the format most commonly employed in CV researches (Hanemann, Loomis, & Kanninen, 1991) and has been recommended by the NOAA (Arrow, Solow, Portney, Learner, Radner, & Schuman, 1993). Its favour has been based on the sense that the response to the DC questions could be more dependable since they could resemble more narrowly the preference challenging individuals in the actual markets (Carson et al., 1997).

A drawback of the DC questions has been found to be that big samples were necessitated in order to get statistically important findings (Hanemann et al., 1991). This requirement has been partly overcome by adopting the DBDC approach (Bann, 1999). The DBDC approach has supplemented the first DC question through a follow-up question. For instance, the respondent was firstly posed if he/she was willing to pay RM20. The second WTP question was then asked, depending on the response to the first. If the response was 'yes' to the first question, the respondent was asked what was the highest amount he/she was willing to pay. But if the answer was 'no', the respondent was asked if he/she was willing to pay a lower amount.

The DBDC design could thus give more information on the underlying WTP value than the DC question (Hanemann et al, 1991). The 'bids' (prices offer) applied in the main survey were subsequently identified in respect of the pilot study findings. In the pilot

study, the maximum offer was RM10, thus RM15 was taken as the maximum offer in the DBDC procedure in the main survey. The DBDC questions used are presented in Table 4.4.

Table 4.4: The DBDC Questions used in the Research Study

Question C3(1)	How much would you pay for the management and conservation of the George Town World Heritage Site?	Ringgit Malaysia (RM)...../year	
Question C3(2)	When most households are willing to pay RM20.00 per year for the management and conservation of the George Town World Heritage Site. Are you willing to pay? If 'YES', please answer question C3 (3) ; If 'NO', please answer question C3 (4)	1	Yes
		0	No
Question C3(3)	Based on the assumption that your household is willing to pay RM50.00 per year for the management and conservation of the George Town World Heritage Site. Are you willing to pay? If 'YES', please answer question C3 (5) , If 'NO', please answer question C 3(5)	1	Yes
		0	No
Question C3(4)	Based on the assumption that your household is willing to pay RM15.00 per year for the management and conservation of the George Town World Heritage Site. Are you willing to pay? If 'YES', please answer question C3 (5) ; If 'NO', please answer question C3 (5) .	1	Yes
		0	No
Question C3(5)	What would be the highest amount you are willing to pay for the management and conservation of the George Town World Heritage Site? The HIGHEST amount is...../Year	Ringgit Malaysia RM...../year	

According to Bann (1999), the payment ladder elicitation practice has performed greatly in previous CV researches in Malaysia. Because the CV researches in Malaysia so far have employed the payment ladder approach, this was done to identify whether different elicitation methods could make any major difference in the WTP answers.

In the last section of Part C of the valuation enquiries, respondents were asked a last set of attitudinal questions seeking to establish: why they were willing, or not willing, to pay to preserve the cultural heritage.

e. Part D: Socio-economic Characteristics.

The last part of the assessment gathered related socio-economic information, for example sex, age, educational achievement, employment status and income level. This socio-economic data was important:

- a. To verify whether the study sample is representative of the population;
- b. To study the comparison of the two groups who obtained different versions of the questionnaire; and,
- c. To examine how the WTP value for the conservation of the cultural heritage of George Town differs according to the respondents' socio-economic characteristics.

Details of the questionnaires are presented in Appendix B1.

iii. Questionnaire Survey for Management Personnel (Q3)

The purpose of this survey is to assess the opinions of the management personnel on how a GTHCF could be set up, introduced, collected and managed for the sustainable management of a heritage site. This survey questionnaire was designed based on the CV survey (Q1 and Q2) on the stakeholders' attitude towards the WTP value for the GTWHS conservation. Similar to Q1 and Q2, the question formats in this study have adopted the 5-point Likert's Scale. This Scale would use the standard response categories such as 'strongly disagree', 'disagree', 'partially agree', 'agree' and 'strongly agree' to determine the relative intensity of the different items.

a. Cover Letter: Purpose of the Research Study

The questionnaire for the Management Personnel would also begin with a cover letter which included the intention of the research study, the reason why the research is significant, and how the information will be utilized, contact person for enquiries and

affiliation of that person, privacy, return of the survey serves as consent, the time it will take to complete survey and appreciation for participation. This cover letter has been attached to the questionnaire survey form.

b. Part A: General Attitude

The survey begins with questions about the broad attitude of the management personnel towards the issues in the George Town development and the problem concerning the heritage site conservation in George Town. The intention of this part was to investigate their individual opinions towards management issues in George Town. This part was also to determine the main inspiring aspects influencing the respondents' support, or else, for the cultural heritage conservation scheme; and to identify the respondents' level of the WHS conservation commitment.

c. Part B: Proposed George Town Heritage Conservation Fund

This part collected information on the opinions of the management personnel on the establishment of the GTHCF and which organization should manage the fund best.

d. Part C: Willingness-to-pay

The purpose of this part was to explore the management personnel opinion with the amount of the stakeholders' contribution for the GTWHS conservation. The questions for this part were designed based on the responses of the stakeholders (local community and tourists) on their WTP value for the GTWHS conservation (Q1 and Q2).

e. Part D: Methods of Collection

This part collected the information on the opinions of the respondents on the proposed payment method of collection for stakeholders to contribute for the proposed GTHCF which were deduced from the findings of Q1 and Q2. The use of this part was to

determine the best implemented mechanism for George Town in order to contribute for the GTHCF.

f. Part E: Proposed Management of the GTHCF

There were two sources of funding proposed for the GTHCF (from the local community and tourists). The intention of this part was to explore the opinions of the respondents on the management of the proposed GTHCF in ensuring that the benefits would be reaching to the grass root level and the fund would be equally benefitted for the local stakeholders. Later, the suggestions and opinions, which were recommended by the respective parties could be used to develop a management plan which could be utilized amongst the local stakeholders equally in order that the benefits of preserving the cultural heritage for the sustainable WHS.

g. Part F: Respondent's Background

For the final part of the survey, the respondent needed to give information on the type of organization he/she was attached to; designation he/she was holding; age; gender; experiences in dealing with the management of the cultural tourism and heritage site in George Town. Details of the questionnaires are presented in Appendix B2.

4.4.3 Sampling Strategy

Sampling is the procedure of choosing an adequate amount of components from the inhabitants so that by examining the sample and recognizing the assets and qualities of the sample, generalization of the properties and characteristics of the population elements can be made (Marshall & Rossman, 2006). For this research study, the simple random sampling by Yates, Moore and Starnes (2008) was used for the CV questionnaire survey

(Q1-local respondents; and Q2- tourists) and purposive sampling by Nor (2009) was used for questionnaire Q3 (management personnel) as the sampling methods.

The simple random sample is the simplest type of probability sample. In statistics, a simple random sample is a division of individuals (a sample) selected from a big group (a population) (Yates et al., 2008). Every individual is selected randomly and completely by probability, such that each person has an equal probability of being selected at any phase throughout the sampling procedure, and every division of individuals has an equal chance of being selected for the sample. Moreover Md Nor (2009) has stated that purposive sampling is the judgment of the researcher as to who can provide the best information to fulfil the aims of the research. Purposive sampling can be incredibly practical for situations where you require to attain a targeted sample promptly (Md Nor, 2009).

This research study has identified and selected the managers who in the opinion of the researcher were likely to have the required information, knowledge and willingness to participate in this study. For this research study, the stakeholders should play an important role in the value assessment. Hajialikhani (2008) has said that stakeholders could be divided into several categories which depended on their levels of responsibility, authority and influence on a project. For the heritage conservation and management, stakeholders have been identified as persons, groups and organizations with awareness in universal heritage management crisis and problem as well as were immediately impacted or influenced by the activities or non-actions engaged by others to solve the crisis or problem (Gary, 1989; Hall and Mc Arthur, 1998). Many stakeholders with varying interests have been identified in cultural tourism and heritage site management (Hajialikhani, 2008). However, the most commonly cited stakeholders should include the local community, tourists, government/public sector and the industry/private sector.

In the context of this research, three key stakeholder groups (i.e., those who could influence policies, decisions and actions) were identified as part of the study. These include: 1) the local community residents; 2) the tourists/visitors; and 3) the Government/public sectors (Nicholas, Thapa & Ko, 2009).

4.4.3.1 Local Community/Residents

The local community has often been recognized as the main stakeholder in heritage tourism, heritage value assessment and cultural heritage management (Nicholas, et al., 2009). Orbasli (2000) believed that the residential community is not just simply a recipient. They must be recognized as key players in shaping the future of a place. In 2002, in UNESCO's celebration of the 30th anniversary of the World Heritage Convention, the Budapest Declaration on World Heritage has stated their importance, "we should seek to ensure the active involvement of our local communities at all levels in the identification, protection and management of our World Heritage properties" (UNESCO, 2002, p 7). This declaration has indicated the tendency and the necessity of involving the local stakeholders in the whole context.

The first category of respondents of this study was chosen from the residents at the Jetty and Special Area Zones of the George Town Core Conservation Zone, as stated in the draft Conservation Management Plan and Special Area Plan Part 2 (George Town) through the simple random sampling method. The respondents who were at least 21 years old and who were residing at the Jetty and Special Area Zones were randomly selected. Every person has had an equivalent chance of being chosen from the population, certifying that the sample would be representative of the population (Keppel, 1999).

According to the 2010 census of the Malaysia's population for the largest cities and towns, the overall population of George Town was 510,996 and 479,319 were Malaysian citizens with 31,677 Non-Malaysian citizens. The George Town population consisted ethnically of the Malays, Chinese and Indians. The largest of the three groups being the Chinese (65.96%) followed by the Malays (22.38%) and Indians (10.74%) with 0.92% others. The latest information on the ethnic composition of the George Town is shown in Table 4.5.

**Table 4.5: George Town- Estimated Population by Ethnic Group
(Department of Statistics, Malaysia, 2010)**

Ethnic Group	2010	
	Percentage	Population
Malay	22.38%	107,243
Chinese	65.96%	316,172
Indian	10.74%	51,468
Others	0.92%	4,436
Total	100%	479,319

Note: Slight discrepancies may occur due to rounding.

4.4.3.2 Tourists/Visitors

The second category of stakeholders in this study was the tourists (domestic and foreign) who have paid a visit to George Town. The United Nations World Tourism Organization (UNWTO) has defined the tourist as someone who travels at least fifty (50) miles from home and reside in places out of their common location for over twenty-four hours and not over one repeated year for vacation, trade and other reasons not connected to the use of an activity rewarded from within the place stayed.

For this research study, the tourist respondents were randomly selected at the George Town Conservation Zone area. According to the 2010 Malaysia Tourism statistics, the

numbers of international and local tourist arrivals for Penang were 5,990,864 (2,942,544 for local and 3,048,320 for international).

4.4.3.3 Management Bodies

The third category of respondents for this study was the management bodies. This category of stakeholders has more influence in action. The managing bodies considered for this study were confined to the government authorities at all levels which included the federal government, the state government and/or the municipal government, and within the municipal government, the cultural relic department, construction department, tourism department, environment department and other agencies in charge in relation to the cultural heritage. The tradition of conservation works in Malaysia has been administered and controlled by the conservation organizations. These conservation organizations in Malaysia have been split into three groups i.e. the authorized conservation team, the private associations and the charitable trust.

The authorized conservation teams have consisted of representatives from the organization of particular associations or units implementing the strategies for the conservation efforts. In other words, the authorized conservation teams are the concerned units formed at the Federal and State levels. However, the private associations have been formed particularly in order to make sure the appropriate conservation of the gazetted or preserved buildings to be well retained, which could then ensure that the building's age could be drawn out. The private associations, charitable and self-funded have been set up by the well-known private groups. They carried out activities in order to create revenue, mainly for certifying that the constant preservation installations would be implemented by these organizations. They would have prominent promotion and could interpose in the local and regional development plans.

A charitable trust is a trust (property) organized to serve private or public charitable purposes (Zeti Akhtar, 2013). Until now there have been several charitable trusts established for Malaysian heritage such as the Penang Heritage Trust (PHT), the Badan Warisan Masjid Melayu, the Penang State Chinese Association and the Penang Indian Muslim Association in the case of Penang. It was established by a group of volunteers who were dedicated to protect Malaysia's built heritage and those fields of architectural interest in all parts of the state.

Table 4.6 shows the number of targeted management personnel respondents. These key stakeholders have a high degree of influence and great importance for the success of the cultural heritage conservation and management (Jimura, 2010; Nicholas et al., 2009; Wen, 2007). These three types of stakeholders were found to play an important role in the decision-making process. They were affected by their planning and management decisions at the WHS (Stein, Anderson, & Thompson, 1999).

Table 4.6: The Number of Targeted Management Personnel Respondents

.	Organization	Department /Designation	No. of Officers
Official Conservation Committees			
1.	George Town World Heritage Incorporated		1
2.	Think City Sdn. Bhd.		3
3.	Municipal Council of Penang Island	Department of Heritage	2
		Department of Recreation, Tourism and International Relation	1
		Department of Planning,	4
4.	Penang State Tourism Development and Culture		1
5.	Penang Global Tourism Sdn Bhd.		1
Private Society			
6.	Universities/ Institutes/ Centres	Building Conservation, School of Housing, Building and Planning, Universiti Sains Malaysia (USM)	1
		Tourism Development and Urban Planning, School of Housing, Building and Planning, USM	1
Charitable Trusts			
7.	Non-Government Organizations/ Charitable Trusts	Penang Heritage Trust	1
		Badan Warisan Masjid Melayu	2
		Penang State Chinese Association	3
		Penang India Muslim Association	1
TOTAL			22

This research study planned to survey 520 respondents with 310 local residents in the Jetty and Special Area zones, comprising 7% of the survey zone population (524 families) and 160 tourists (local and international) in George Town and 22 tourism and cultural heritage management personnel. Mitchell and Carson (1989) have suggested that based on a simple statistical tolerance formula, a sample size between 200 and 2500 could probably be appropriate for a CV survey.

4.4.4 Survey Questionnaire Implementation

The Q1 and Q2 questionnaires were distributed to the local respondents and the tourists at the Jetty and Special Area Zones only. A face-to-face interviewing technique using the structured CV questionnaire aided by photo images was applied in this survey in order to get answers directly from the respondents. All survey questions were examined in detail, along with the possible difficulties that might be encountered throughout the investigation process. The fieldwork consisted of three main stages which were the pre-pilot, the pilot study and the main survey.

4.4.4.1 Pre-Pilot

In the pre-pilot stage, the draft questionnaire was developed, improved and tested on some colleagues in the University of Malaya, Kuala Lumpur. Background data of the study area was gathered both during site visit and a study of the latest literature. Newly finished focused reviews of the area (e.g. cultural heritage conservation and cultural tourism) intended that the survey could be based on the current site data (Noramaly, 1998). Substantial concentration was rewarded to the wordings of all the economic and cultural heritage ideas used in the survey, in an attempt to make sure that these terms could be simply followed and understood by the local respondents. Photos of the

GTWHS were added to support the main purposes of the texts and were presented in the Show Cards used for the survey questionnaire (see Appendix A). These questionnaires were also translated into the Malay language for the convenience of the local respondents who could not understand the English language well.

4.4.4.2 Pilot Survey

According to Teijlingen and Hundley (2001), a reliable research exercise should begin with a pilot study earlier than the main study could be conducted. This was done in order to discover any inconsistency in the questionnaire designs. However, Liaw and Goh (2003) have expressed that a pilot study was not compulsory in research design, but it was a common exercise before the main study. Usually, the main purposes of the pilot study are:

1. To analyze the constancy of the internal data;
2. To test the consistency of the measurement scales for the variables used;
3. To ensure whether the respondents could comprehend the enquiry set in the questionnaire; and
4. To avoid misinterpretation.

Two versions of the questionnaire (English and Malay Language) were tested on the 60 local residents and 40 tourists. The pilot survey was undertaken over 3 days in November 2011. Face-to-face interviews with individuals who were not less than 21 years old and who were considered decision-makers in the households were conducted in the Jetty and Special Area Zones of the GTWHS Conservation Area. For the pilot study, the payment ladder elicitation processes were used for the whole sample in order to get a fair picture of the WTP value. Due to incomplete questionnaire responses, the number of valid surveyed questionnaire received totalled 81 samples.

The pilot survey as well discovered some problems in the wordings of the questionnaire, the format used, and the option of the payment vehicle. The following items were the key points as a result of the pilot survey that assisted in the design of the main survey tool to include:

- i. The local respondents were found to have difficulty in understanding the questionnaire. Derived from the socio-economic characteristics, 62% of the respondents have had low educational background and this factor has revealed that they found it difficult to understand some of the questions in the questionnaire.
- ii. Higher rejection rates were noticed amongst the Chinese as compared to the other respondents.
- iii. The pilot survey of the WTP value responses were used to define the choice of the payment vehicle to be employed in the main survey.
- iv. The selected WTP values from the pilot survey were utilized to define a DBDC of the WTP value in the main survey.

Eventhough 62% of the respondents have had low educational background and they found difficultr to understand the questionnaire. But the response rate (81%) received from the pilot survey was adequate to generalize the view of the respondents.

Table 4.7: Summary of Pilot Survey Responses

No.	Respondents	No. of a questionnaire distributed	No. of questionnaire rejected	No. of questionnaires completed
Q1	Local Residents	60	10 (17%)	50 (83%)
Q2	Tourists	40	9 (23%)	31 (77%)
	Total	100	19 (19%)	81 (81%)

4.4.4.3 Main Survey

The main survey was conducted over a period of more than ten (10) days in February 2012. For questionnaire Q1- local residents, a total of 310 households were visited. However the number of completed questionnaires was 295 only. This was because there were rejections since many households were found to be without qualified respondents resulting in incomplete questionnaires answered correctly.

For questionnaire Q2-tourists, a total of 160 tourists were surveyed (Table 4.8). However, there were 13 non-response questionnaires which have caused the number of surveys completed to be only 147. The response rate of Q1 and Q2 was found to be very good, achieving overall responses of 94.04%. This was due to the direct approaches taken by the researcher with the respondents and the long periods of time spent with them during the answering sessions. The 5.96% non-response was due to rejections because the respondents failed to successfully answer the questionnaires resulting in incomplete questionnaires answered. However, the 94.04% response received was found to be adequate to generalize the views and perceptions as well as to find out the WTP value of the George Town cultural heritage.

Table 4.8: Summary of Main Survey Responses

Survey Responses	Local Communities (Q1)	Tourists (Q2)
1. Total number of respondents visited	310	160
2. Number of rejections to answer the questionnaire	10 (3.23%)	8 (5.00%)
3. Incomplete questionnaire answered	5 (1.61%)	5 (3.13%)
4. No. of interviews completed	295 (95.16%)	147 (91.87%)
Total Responses (Q1+Q2)	442 (94.04%)	

4.5 ANALYSIS OF THE RESULTS

The data were managed and analyzed using the IBM Statistical Package for Social Studies (SPSS) Statistics Version 19 by utilizing the quantitative analysis method as outlined in the following sections. The main objective of using the SPSS was to carry out statistical analysis on the data. Two types of statistics, namely descriptive statistics and inferential statistics were employed so as to reach the purpose of this research study.

4.5.1 Data Screening

In this research study, the data were examined to verify whether they were as normally dispersed, reliable, valid and with linearity and thus were competent of convincing the parametric statements. With that, the researcher could proceed to perform the inferential statistics.

4.5.1.1 Normality Test

According to George and Mallery (2005), the normal distribution of a data set means that the majority of the observations have middle size values, a small number of the observations have low values, while another small portion of the observations has relatively high values. The measurement for this research study which was used to assess the normality of the data was done by examining the Skewness and Kurtosis values. In all cases, the values for the Skewness and Kurtosis statistics were found to be statistically normal when the values between ± 2 were found to be acceptable in many cases (George & Mallery, 2005).

Table 4.9: Summary of Normality Test

Variables	Locals		Tourists	
	Skewness	Kurtosis	Skewness	Kurtosis
Attitude towards the UNESCO WHS status	-0.195	0.637	-0.008	0.489
Cultural Tourism and its benefits for conservation	0.105	0.170	-0.518	1.240
The Importance of Preserving the Non-Use Value of the Cultural Heritage	-0.222	-0.048	-0.036	-0.198
The Conservation Management	-0.409	0.429	-NA-	-NA-

Legend: -NA- Not applicable

Table 4.9 above shows the summary of the normality test for the data used for this research of the questionnaires for the locals (Q1) and the tourists (Q2). Analyses of the data have revealed that the values of the variables under study were indeed normally distributed. The Skewness and Kurtosis statistics of the data showed that the values were between ± 2 . All items in each section in the questionnaire which were measured by the Five-point Likert's Scale were found to be normally distributed.

4.5.1.2 Reliability Test

Kvale (1996) has defined reliability as the constancy of research results. So as to assess for the reliability of the tool, the most frequently used test has been the Cronbach's Alpha (α). It is usually used as a test of the internal consistency or dependability of a psychometric test score for a sample of examinees. A generally established rule of thumb for expressing internal consistency using the Cronbach's Alpha is the following.

Table 4.10: Value of Cronbach's Alpha (α) (Hair, Anderson, Tatham, & Black, 1998)

Cronbach's (α) Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Very Good
$0.8 > \alpha \geq 0.7$	Good
$0.7 > \alpha \geq 0.6$	Moderate
$0.6 > \alpha \geq 0.5$	Weak

The test performed for each variable used in this research in order to achieve the reliability coefficients was the Cronbach's Alpha coefficients. As a rule, reliability coefficients of 0.70 could be considered sufficient even though majority of researchers have considered 0.60 as adequate (Swafford et al., 2006; Chen & Paulraj, 2004).

Table 4.11: Summary of Reliability Test

Variables	Locals			Tourists		
	No. of items	Cronbach's Alpha	Strength	No. of items	Cronbach's Alpha	Strength
Attitude towards the UNESCO WHS status	12	0.721	Good	7	0.702	Good
Cultural Tourism and its benefits for conservation	11	0.862	Very good	14	0.668	Moderate
The Importance of Preserving the Non-Use Value of the Cultural Heritage	6	0.870	Very good	6	0.825	Very good
The Conservation Management	10	0.634	Moderate	-NA-	-NA-	-NA-

Legend: -NA- Not applicable

There were several items which were negatively-key items. These negatively-keyed items have been reverse-scored before computing the individuals total scores and psychometric test. This was to ensure that all of the items were originally negatively-keyed and those positively-keyed were consistent with each other, in terms of what an 'agree' and 'disagree' could imply. All items measurements in each section in a questionnaire that were measured by the Five-point Likert's Scale were found to be adequate, reliable and appropriate. The reliability assumption was met and appropriate for further analysis and the indicators were found to be a good reference for any research.

4.5.2 Descriptive Analysis

Two basic types of statistics have been identified, namely descriptive statistics and inferential statistics for this research study.

4.5.2.1 Descriptive Statistics

Descriptive statistics is the technique of quantitatively explaining the most important qualities of a set of information (Prem, 1995). The descriptive type of statistics has been designed to describe and explore variables in a given phenomenon so as to yield quantitative information about the phenomena that was being studied. Frequency distributions, mean and standard deviation were statistical techniques used in this research study in order to explore the data and understand their characteristics.

i. Frequency Analysis

According to Norusis (2002), the aim of frequency analysis is to find out the characteristics of population sample and examine their knowledge and ability regarding the survey. A set of data could be summarized via the construction of the frequency distribution containing information on certain phenomena presented in frequencies and percentages (Md Nor, 2009). Part 2 of both questionnaires (local and tourist) in this research study has been applied to the frequency analysis to present the results.

ii. Descriptive Analysis

The data in this research were mainly analyzed and elaborated by descriptive analysis. Naoum (1998) has stated that descriptive analysis can present an overview of research findings and explain the condition of the study outcome. This analysis aims to compute the centred probability (mean) and distributions (variance and standard deviation). Mean values are measured between the minimum and maximum values of the scale in the questionnaire, whereas the variance has started with a mean as a point of reference, and then the deviations of the 'mean' from each of the observation in the data set were calculated. Later, the standard deviation was computed by square-root of the variance.

However, according to Rani (2004) the mean and standard deviation has been found to be a very useful tool in descriptive statistics.

4.5.2.2 Inferential Statistics

Inferential statistics allow researchers to make probabilistic statements about the truth of the hypothesis, about relationships between parameters, and about the populace from which an experiment is extracted (Norcliffe, 1982). By convention, researchers using inferential statistics have to indicate in their research findings whether the results of the statistical tests have been significant at the 0.01, 0.05 or 0.10 levels (Md Nor, 2009). The most important purpose of using inferential statistics for this research study has been to determine the relationship between the variables.

i. Correlation Analysis

According to Piaw (2006) correlation analysis is a technique of verifying the connection among two variables evaluated in interval or numeric scales. A strong, positive correlation indicates that an increase in the values of the first variable will be consequently an increase in the value of the second variable (Piaw, 2006). The advantage of this method has been found to produce a correlation coefficient as a quantitative measure of the strength or weakness of the relationship. The statistics mostly used for this purpose are the Spearman's Rho Correlation and the Pearson's Correlation.

Pearson's Correlation is also known as the Product Moment Correlation. The Pearson's Correlation method has been used for data measured in the interval (numeric) scale. It is a parametric test which requires several assumptions of the data such as normality and random sampling (Cohen, 1988). This method was used to verify whether there was a significant relationship among the two variables in this research study.

The correlation coefficient is symbolized by r which indicates its value between the negative one to positive one ($-1 < r < 1$). A perfect correlation of 1 or -1 shows that the value of the variable can be decided precisely by recognizing the value of the other variable. Then again, a correlation of 0 shows no relationship among the two variables. The amount of the total value (disregarding the sign) gives a suggestion of the strength of the relationship. In this research study, the correlation coefficient has been used to investigate the strength of relationships for each variable. The researcher has decided to follow the Cohen (1988) method which could investigate the relationship as follows:

Table 4.11: Strength of the Relationship (Cohen, 1988)

No.	Correlation Coefficient	Type of Strength
1.	0.1 to 0.29 or -0.1 to -0.29	Weak
2.	0.30 to 0.49 or -0.30 to -0.49	Moderate
3.	0.50 to 1.0 or -0.50 to -1.0	Strong

ii. Multiple Regression Analysis

In multiple regressions, there should be two tests of significance to consider. The first would require the researcher to look into the significance of the regression model as a whole. For this purpose, the analysis of variance (ANOVA) for the regression in this research study was considered. The significance of the analysis would depend on the value of F which would be the ratio between the explained and unexplained variations of the dependent variable by all the independent variables.

The second significance test would involve the question whether each of the parameter estimates for each independent variable which was derived in the regression was statistically significant. For this purpose, t -test was used as a measure of significance in which higher values of t , regardless of whether they have shown positive or negative signs, to indicate significant results.

In this research study, four sets of independent variables were entered in the analysis of the attitude towards the UNESCO WHS status, the attitude towards cultural tourism, views on preserving the non-use value and views on the conservation management in order to test significant results towards the WTP value for the GTWHS conservation.

4.6 SUMMARY

This research study has applied three methodologies to achieve its research objectives - case study, quantitative survey and qualitative technique as described in Figure 4.3. The research model, which was developed, based on discussions of the literature review needed to be proved by the statistical analysis procedures in order to develop a sustainable heritage site. This research study has recognized the attitudes of the stakeholders involved in valuing the non-use value of the cultural heritage using the CV technique and the qualitative survey approach.

The SPSS Statistics Version 19 was used as the main tool for the data analysis. The analysis involved the descriptive analysis – frequency, mean, variance and standard deviation as well as inferential analysis of correlation. The findings of both the quantitative and qualitative analyses of the data will be presented in the next two chapters, Chapters Six and Seven. The findings of analyzing the secondary data, mainly through evaluating the documents and from observations will be presented in Chapter Five. The results of the data analysis and interpretation of the findings of the primary data are presented in Chapter Eight.

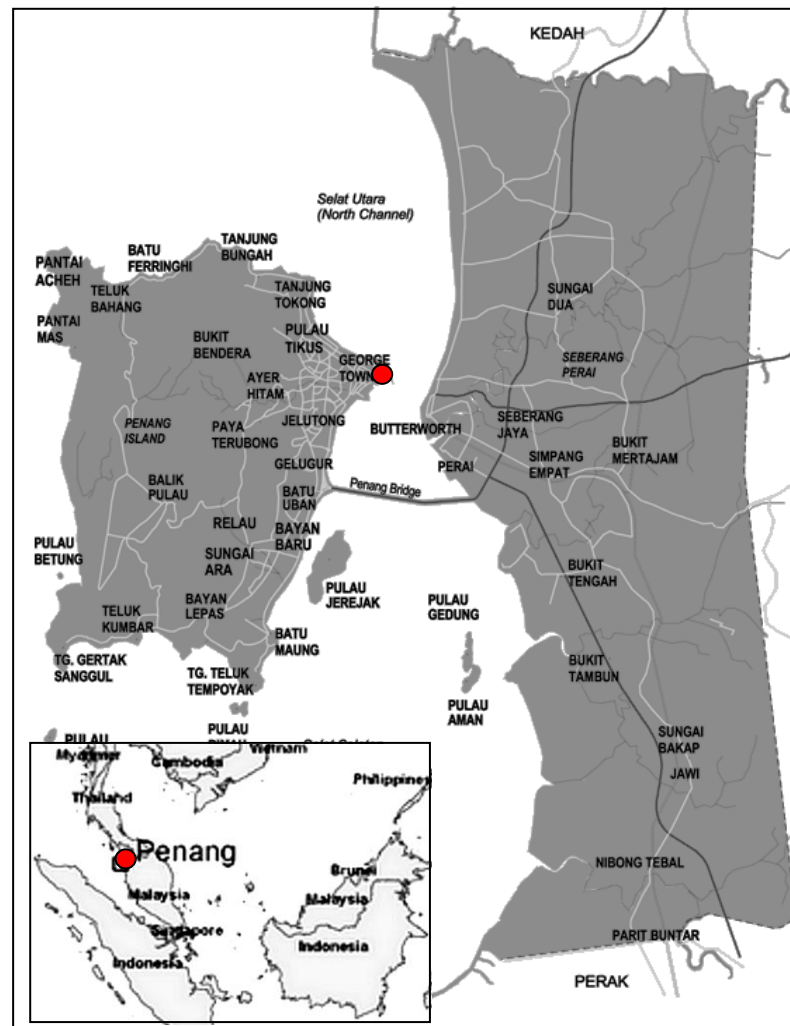
CHAPTER FIVE
CASE STUDY: THE HISTORIC CITY OF GEORGETOWN
WORLD HERITAGE SITE, PENANG

5.1 INTRODUCTION

This Chapter concentrates on the background of the historic city of George Town as a case study and its OUV which has established the area as a WHS. The potential of this historic city of George Town and its OUV as a tourism resource is also elaborated together with the development of the cultural tourism and management of the GTWHS conservation. In ensuring the sustainability of this tourism resource, this Chapter also discusses the importance of the local involvement in valuing the cultural heritage for the GTWHS's sustainability.

5.2 CASE STUDY: THE HISTORIC CITY OF GEORGE TOWN, PENANG

George Town is the state capital of the Penang Island or the Prince of Wales Island situated at the north of Peninsular Malaysia. The British colonial government has named the island as the Prince of Wales Island in tribute of the man who was eventually crowned King George IV and the name of George Town was in honour of the prince's father George III. According to Jenkins and King (2003) as well as Nin (2001), the maritime tradition that began in the early years was the catalyst of the multi-culturalism in Penang through the migration and settlement of peoples from all over Asia and Europe. Figure 5.1 shows the location of George Town in Penang State and Southeast Asia.



the predominant ethnic composition of the George Town city centre is shown in Table 5.1.

**Table 5.1: George Town City Centre- Estimated Population by Ethnic Group
(Department of Statistics, Malaysia, 2010)**

Ethnic Group	2010	
	Percentage	Population
Malay	22.2%	41,725
Chinese	66.8%	125,285
Indian	10.1%	19,016
Others	0.9%	1,639
Total	100%	187,665

Note: Slight discrepancies may occur due to rounding.

5.3 GEORGE TOWN AS A WORLD HERITAGE SITE

Even though the effort to conserve George Town's heritage was initiated as early as in the 1970s, the state government has spent much money and effort in trying to maintain and conserve the inner city of George Town. But after 35 years, only in 2005 did the Penang State Government submit a joint submission with Melaka to have it listed on the UNESCO WHS List. However, UNESCO has delayed the result on the listing until the end of August 2007, when a third assessment by the UNESCO experts were carried out to determine its WHS application.

Finally, on 7 July 2008 during its 32nd seating session of UNESCO in Quebec City, Canada, was the inscription of Melaka and George Town as a WHS was decided by the World Heritage Committee. The historic cities of Melaka and George Town, both located along the Straits of Malacca, were inscribed together as a single 'cultural property'. The inscription adopts the following statement of OUVs which established George Town as a WHS;

‘Melaka and George Town, Malaysia are remarkable examples of historic colonial towns on the Straits of Malacca that demonstrate a succession of historical and cultural influences arising from their former function as trading ports linking East and West. There are the most complete surviving historic city centres on the Straits of Malacca with a multi-cultural living heritage originating from the trade routes from Great Britain and Europe through the Middle East, the Indian Subcontinent and Malay Archipelago to China. Both town bears testimony to a living multi-cultural heritage and tradition of Asia, where the many religions and culture met and co-existed. They reflect the coming together of cultural elements from the Malay Archipelago, India and China with those of Europe, to create a unique architecture, culture and townscape’

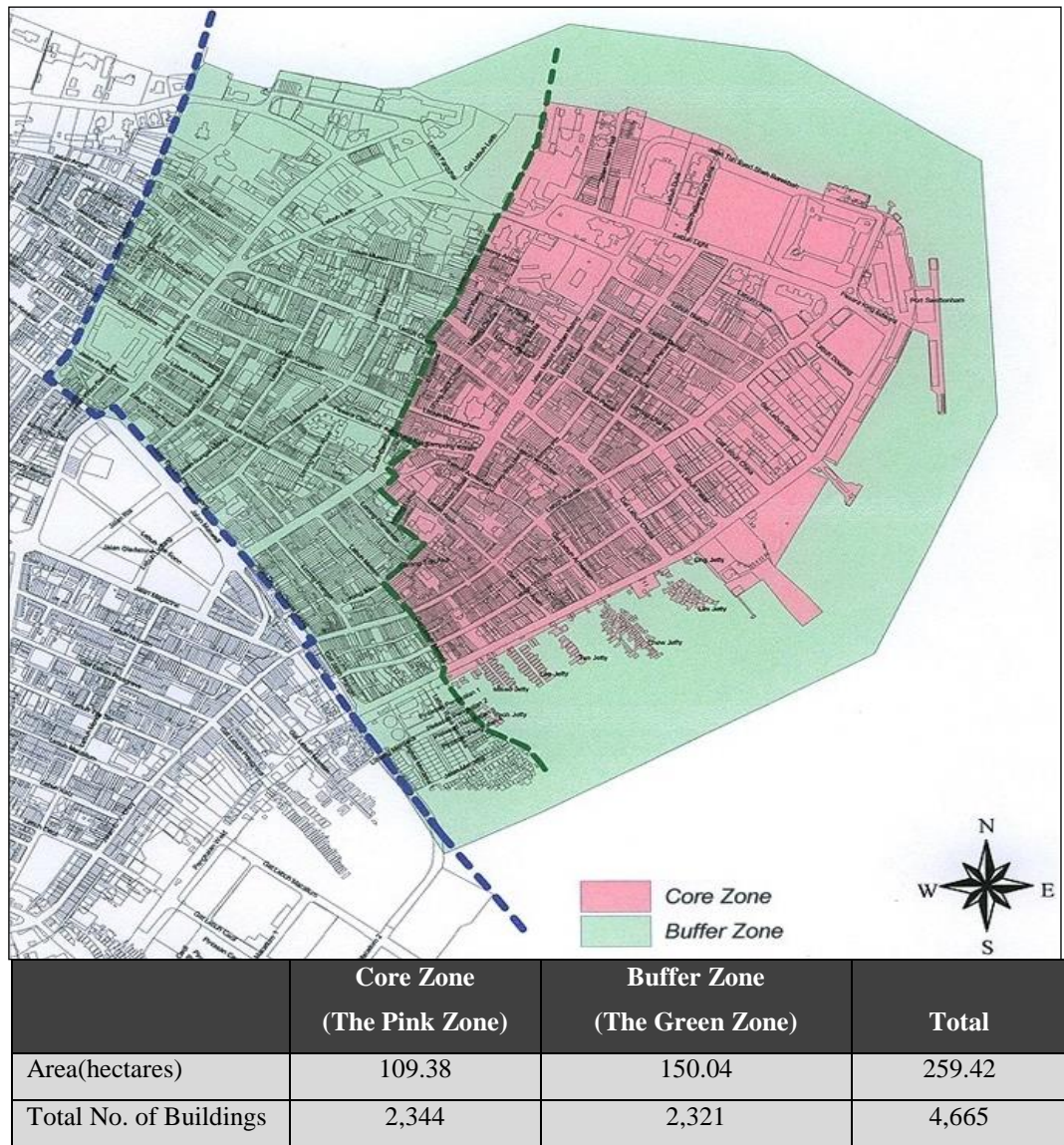
The sites were inscribed as a WHS with the following three criteria of the OUVs:

Criteria I - ‘The Historic Cities of the Straits of Malacca: Melaka and George Town represent exceptional examples of multi-cultural trading towns in East and Southeast Asia, forged from the mercantile and civilization exchanges of Malay, Chinese, Indian and European cultures’.

Criteria III - ‘The Historic Cities of the Straits of Malacca: Melaka and George Town” are living testimony to the multi-cultural heritage and tradition of Asia, where the greatest religions and cultures met. The coexistence of distinct faiths – both tangible and intangible – in particular the different religious buildings, is a testament to the religious pluralism of Asia’.

Criteria IV - ‘The Historic Cities of the Straits of Malacca : Melaka and George Town” reflect the coming together of cultural elements from elsewhere in the Malay Archipelago and from India and China with those of Europe to create a unique architecture, culture and townscape without parallel anywhere in the East and South East Asia. In particular a range of exceptional architecture of shop houses and townhouses’.

Previously, George Town (MPPP) has been divided into six conservation zones, each with its unique building qualities, with social and cultural setting. Since its establishment as a WHS, the MPPP has embraced the planning and conservation guiding principle in order to manage the development of this area. However, in the recently gazetted Penang State Structure Plan 2020 and the Draft Special Area Plan, the George Town heritage area is organized into two zones, i.e. the Core Conservation Zone (109.38 hectares) and the Buffer Zone (150.04 hectares).



**Figure 5.2: The Core and Buffer Conservation Zone of the GTWHS
(AJM Planning & Urban Design Group, 2011)**

The Core Conservation Zone is being protected by 150.04 hectares of the Buffer Zone which is surrounded by the Straits of Malacca along the north-eastern cape of Penang Island, Love Lane to the north-west and Gat Lebu Melayu with Jalan Dr. Lim Chwee Leong to the south-west corner. Within the Core Conservation Zone, there are more than 5000 historic buildings which are aligned on four main streets of Weld Quay, Lebu Pantai, Jalan Masjid Kapitan Keling and Love Lane besides other perpendicular streets such as Jalan Tun Syed Barakbah, Lebu Light, Lebu Bishop, Lebu Gereja, Lebu China, Lebu Pasar, Lebu Chulia, Lebu Armenian and Lebu Aceh.

5.4 THE OUTSTANDING UNIVERSAL VALUES OF GEORGE TOWN

The statement of significance of the OUVs of GTWHS which has become a testimony of a living multi-cultural heritage and tradition of Asia are as follows:

5.4.1 Outstanding Multi-cultural Trading Town in East and Southeast Asia

As stated in the inscription of UNESCO, George Town is an outstanding example of a historic colonial town on the Straits of Malacca that has demonstrated a series of historical and cultural influences evolving since its earlier function as a trading port connecting East and West. The evidence of early maps and literature has shown that the history of Penang Island began as early as 500 years ago (Hoyt, 1991). In the 16th century, the island belonged to Kedah, a Malay state in the north of the Malay Peninsula. During that time, Penang served as a northern gateway to the Straits of Malacca, the entrance and exit for ships from India and the Middle East (Moore, 2004).

The location of Penang Island became strategic because of its protected harbour during the northeast monsoons and a perfect place to outfit ships before they headed across the Indian Ocean or continued on to the Far East (Hoyt, 1991; Moore, 2004). The hill and the Straits of Malacca have been the strong topographical features that have helped frame and identify the Penang Harbour. The early traders preferred this channel because it was deeper than the southern one (Hoyt, 1991). These traders had introduced and traded Southeast Asia products such as camphor, sandalwood, *gaharu* wood and spices which were then exchanged for goods from the Mediterranean, the Middle East and Africa (Bierre, 2006).

During that time, the curries and peppers were of a great demand in Europe and this has grabbed the attention of the European traders to dominate the Asia trading activities. The East India Company (EIC) was an English company formed with the purpose of developing this spice trade with the East, Southeast Asia and India (Leng, 2009). According to Leng (2009) beginning as a dominant trading group, the Company then engaged in political affairs and acted on behalf of the British imperialism in India since the early 18th century to the mid-19th century. The Company had attempted several times to occupy a base for trading in the Malay Archipelago in order to participate in the spice trade as well as have a share in the trade with China (Nasution, 1997).

However, the opportunity only came when, in the middle of the 18th century, the Sultan of Kedah (a Malay Sultanate), who had allowed some British traders to trade in his ports, had requested their help to protect himself against the invading Siamese and some of his squabbling relatives (Moore, 2004). Subsequently, Penang Island became a British possession in 1786 through the effort of Captain Francis Light, a British trader operating out of the ports in Southeast Asia. Captain Light suggested to the Governor of the EIC to use the new port at Penang Island in order to avoid the excessive tolls for repairs and stores charged at Dutch ports such as Melaka and Batavia (Jakarta) in Indonesia (Hoyt, 1991).

Captain Light was able to conclude a treaty with the Sultan of Kedah, promising the protection help needed by the Sultan. This treaty was subsequently endorsed by the EIC. After the Agreement, the British gradually stepped into the Malay Peninsula. On 17th July 1786, Captain Light landed at what is now the Esplanade, in George Town, Penang.

Moreover, the EIC implemented the strategy of free trade. They encouraged people from all over the world to settle and trade in Penang. As a result of this decision, early settlers

started to arrive fast. Chinese and Indians from Kedah and other Malay and Siamese ports, Muslim Bugis from Sulawesi, the Chulias from India, Arabs, African Negroes, Armenians, Persians, Siamese, Burmese and Sumatran traders flocked to the island. Long-time Chinese residents of Melaka who were traders also migrated to Penang in order to escape the Dutch monopoly (Hoyt, 1991).

The earliest settlement in Penang was situated at the existing Esplanade area which was a low-lying swampy area (Nasution, 1997). The early immigrant settlers formed their own neighbourhood or quarters. The boundaries of these ethnic quarters were not obviously distinguished but it concentrated on several streets or intersections. Although there was no formal segregation between the different races, Captain Light had assigned a street in George Town to each community which has still remained to this day (Bierre, 2006).

The different ethnic groups have had a tendency to stay in separate and dialectic quarters or enclaves of the town, with their own unique settlement designs, built-forms and architecture. Light laid out the first streets of George Town in a grid pattern for a new settlement within the commercial area which is surrounded by what are now Lebu Light, Lebu Pantai, Lebu Chulia and Lebu Pitt (Lee, Lim & Yusof, 2008). By 1790, Light reported that 200 houses with palm thatched roofs (*atap*) had been constructed in George Town (Moore, 2004).

The growth of George Town in the 18th century, as soon as its beginning, could be credited to the brave and the entrepreneurial attitude of the early migrant population who had discovered in George Town a place to earn a living and start a new life (Hoyt, 1991). By 1800, the population of this immigrant society numbered over 10,000. Light organized the different ethnic groups which settled in the island through 'head men' or '*kapitans*' to avoid conflicts of the mixed population. The Eurasians settled in Lebu

Bishop and Lebuah Gereja, the Chinese in Lebuah China, and Indian Muslims in Lebuah Chulia. Lebuah Pitt (at present named Jalan Masjid Kapitan Keling) was kept for religious institutions. Nowadays, the St. George Church (1818), the Goddess of Mercy Temple (1800), the Sri Mahamariamman Temple (1833), the Masjid Kapitan Kling (1800), the Khoo Kongsi (1851) and the Masjid Lebuah Aceh (1808) were all placed on the Lebuah Pitt and Lebuah Cannon axis (Nasution, 1997). By this time (1800), land grants at the present site of the Kuan Yin Temple had been made to the Hokkien and Cantonese communities (Nin, 2001).

The Masjid Kapitan Kling was built in 1800 for the growing population of the Indian Muslims. The Masjid Lebuah Aceh, also known as a Malay mosque, was built by the Arab communities who had come from Aceh, Sumatra (Moore, 2004). In 1826, Penang turns out to be part of the Straits Settlements when Singapore had also become a British possession together with Melaka. Under the single government of the Straits Settlements, the EIC began to put the administration of Melaka and Penang in order.

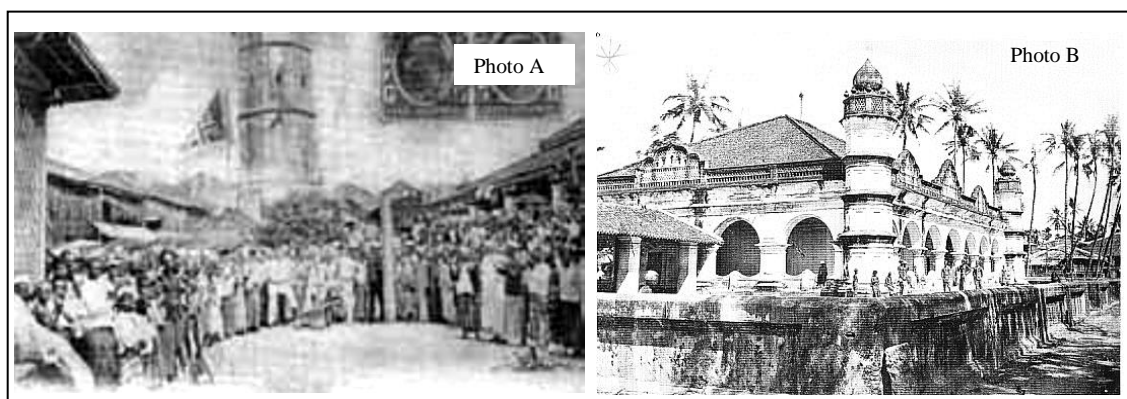


Figure 5.6: Muslim Communities at Masjid Lebuah Aceh (A) and Masjid Kapitan Kling (B) (Moore, 2004)

By 1835, Penang had grown intensely with bazaars, mosques, schools and government buildings (Moore, 2004). From the 1835 census records, there were 40,207 inhabitants in Penang, with the 16,435 Malays, 8,751 Chinese and 9,208 Indians. However less than

3,000 were Arabs, Siamese, Burmese, Parsees, Armenians, Achehnese, Bataks, native Christians, and 790 Europeans (Hoyt, 1991). Hoyt (1991) also reported that during that time George Town became a major commercial and tourist port. Lebuah Pantai was still the centre of commerce and infrastructure improvements were made from the 1860s. In the 1880s, there began an enormous land reclamation project that changed the face of the Penang's waterfront, where the Weld Quay and Swettenham Pier were built in front of Lebuah Pantai.

In the 19th century, the Chinese shop house grew to be the dominant urban form and the Chinese was the major inner city residents (Jenkins & King, 2003). By the middle of the 19th century, new houses built of brick and tiles replaced many combustible *atap*-roofed houses in George Town, (Hoyt, 1991). At the end of the 19th and early 20th centuries, rich deposits of tin from the neighbouring states such as Perak and Kedah and with the demands of the Industrial Revolution in Britain resulted in Penang becoming a major export centre. After a while, Penang's prosperity magnetized migrants from the diverse parts of the world, particularly individuals from Europe, China and India. European planters and Chinese towkays (business leaders) made their wealth in the rubber plantations and tin mines in other northern states. But young Chinese towkays preferred to build their mansions in George Town (Moore, 2004).

But, in 1891 the balance among the Chinese and the Indian populations in the Malay-dominated ethnic mix had vanished. Although the Chinese did not grow to be the major racial group in Penang until the end of the 19th century, they were constantly noticeable because of their commercial activities. However, in the last decade of the 19th century, there were increases of Chinese immigrants arriving in Penang and the Chinese constituted half of the Penang population. And even though other ethnic groups increased in number, they did not grow as fast as the Chinese. However, the ratio of Indians in

Penang dropped from 28% in 1818 to 13% in 1906, which is about where it has remained till today (Hoyt, 1991).

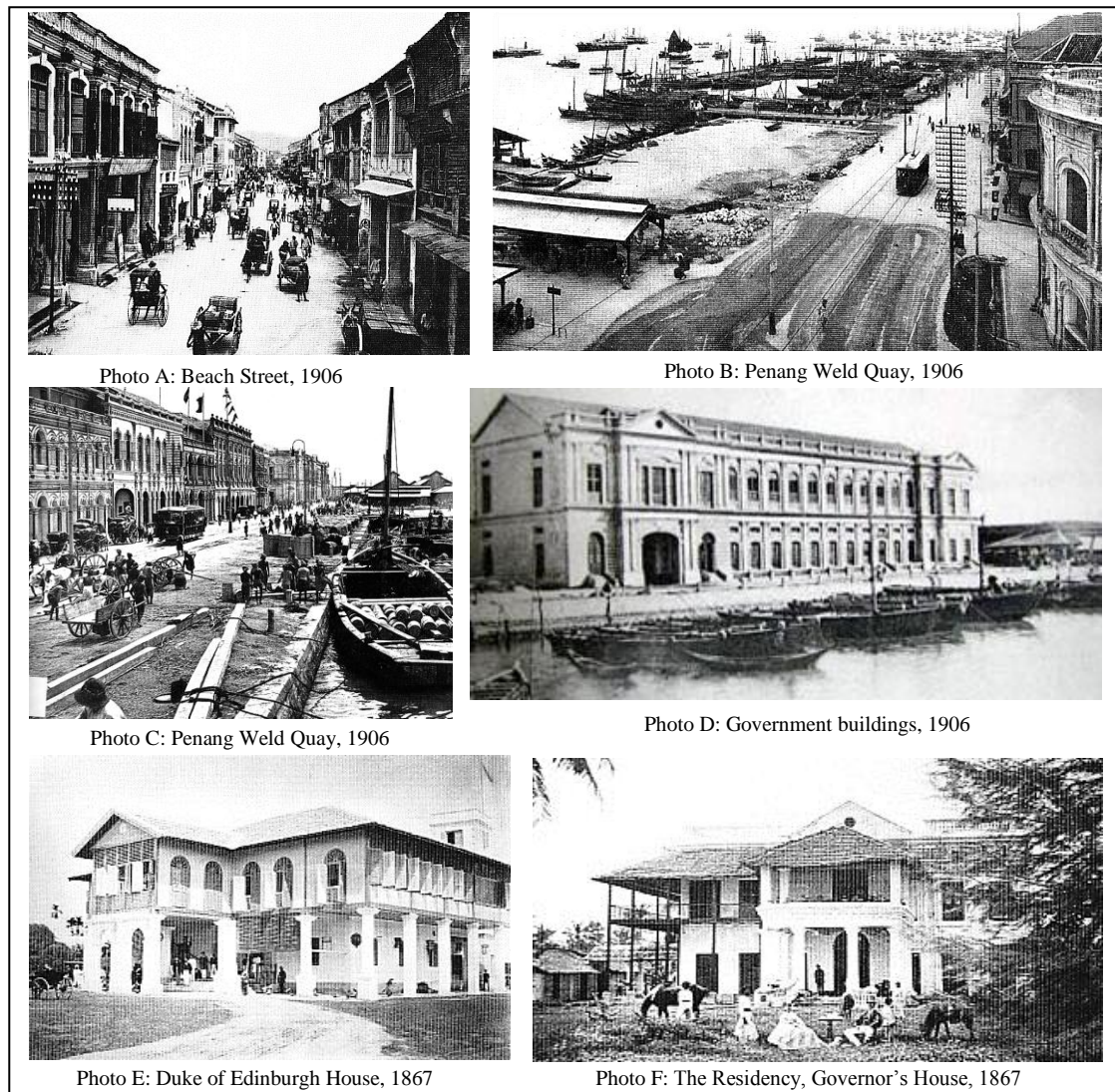


Figure 5.7: Photos of George Town as a Major Export Centre and some of the Mansions Built in George Town During the Late 19th and Early 20th Centuries (Moore, 2004)

Penang's turn-of-the-century boom saw an increase in the construction of impressive buildings, resulting in a new look for George Town. The town centre was bounded by four original streets of George Town which are Lebuh Pantai, Lebuh Light, Lebuh Pitt (now Jalan Masjid Kapitan Keling) and Lebuh Chulia (Ahmad Basri et al., 2000). In the late 19th and early 20th centuries, a lot of accommodation lodges developed around Lebuh Aceh to accommodate pilgrims from northern Malaya, southern Thailand and northern

Sumatra who came to Penang to take the ship to Mecca for pilgrimage (Bierre, 2006). The Captain of the Kelings established the Masjid Kapitan Kling in Lebu Chulia, which originally had 18 acres of Waqf land around the mosque (Nasution, 1999).

During this time the late 19th (early 20th century), the Padang and the Esplanade saw a huge improvement with a new waterfront promenade for the enjoyment of the public. There was an improvement of the Town Hall and Municipal Council Building (City Hall) at the Esplanade area. A new Supreme Court was built in 1906 on the site of the old courthouse on Light Street while the Victoria Memorial Clock Tower was built in 1897. Clearly, there have been important transformations in the George Town urban setting in time, mainly from the mid-19th century. Most of these buildings have been kept at their original locations and still can be seen until today even though parts of them are in a dilapidated condition.

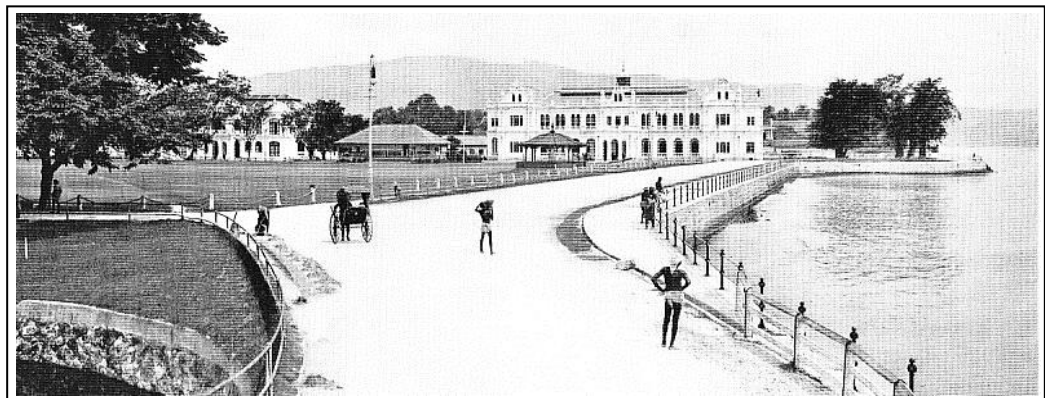


Figure 5.8: The Esplanade showing the Padang and Government Office Buildings (City Hall and Town Hall) in 1906 (Moore, 2004)

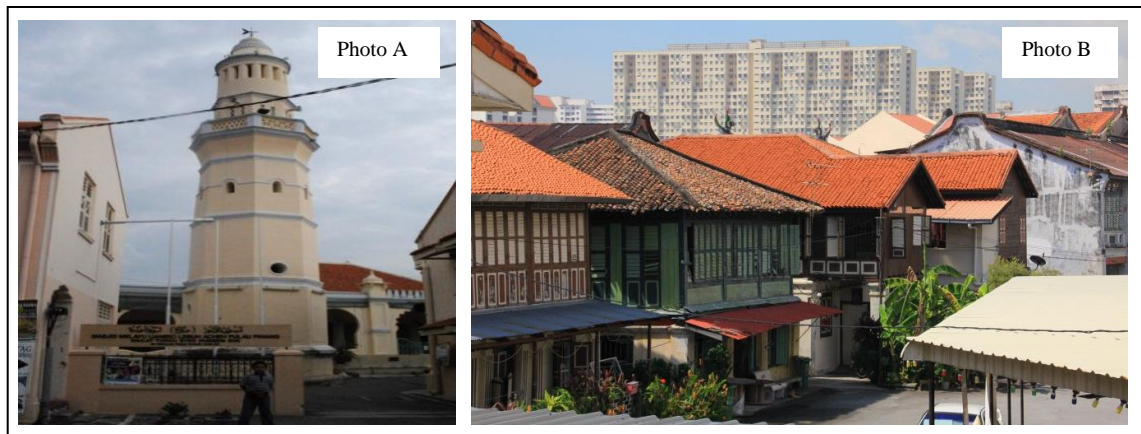
5.4.2 Outstanding Multi-cultural Living Traditions

A series of historical and cultural consequences, beginning from their earlier role as a trading port town, have influenced the cultural exchanges of the George Town civilization. George Town represents one exceptional example of trading port towns in Southeast Asia, built from the trade, religious and cultural connections of various

evolutions of the Malays, Chinese, Indians and Europeans with all cultures having left its imprints on the built and living environment (AJM Planning & Urban Design Group, 2011).

Early migrant settlers of different ethnicities formed their own neighbourhoods, where the boundaries were not clearly demarcated but concentrated on certain streets and intersections. Neighbourhoods have been found to be typically situated adjacent to their various religious structures, for example a Chinese settlement behind the Kuan Yin temple, a Malay settlement near Masjid Lebuh Aceh and an Indian settlement at the Sri Mahamariamman temple of Little India in George Town (Badan Warisan Malaysia, 2004). The outcome from this integration of compact villages, commercial districts as well as religious and civic zones, has led to the evolution of the city's urban structures to fit the lifestyles and cultural practices of their inhabitants.

The row of shop houses at Lebuh Aceh is able to convey the feature of Penang's distinctive building, since the simple early 1800s half-timber buildings to the more intricate 1920s wholly brick buildings by stuccoes ornamental component (Bierre, 2006). The Masjid Lebuh Aceh (founded in 1802) can be seen hidden from Lebuh Aceh by this line of shop houses, and one can go into its complex through a confined entryway, not unlike those of the adjacent clan associations. The bungalows around the mosque are survivors from the 19th century village or *kampung* and its present inhabitants are descendants of the early community of Acehnese, Malays, Arabs and Jawi Peranakan. This enclave has remained the only surviving Malay Muslim Enclave in GTWHS (Badan Warisan Malaysia, 2004).



**Figure 5.9: Masjid Lebuh Aceh (A) and its surrounding Malay Compound House (B)
(Photo taken by Noor Fazamimah M.A., 2012)**

The Chulias or South Indian Muslims who came with the EIC were among the earliest settlers in George Town (Bierre, 2006). According to Nin (2001) a small group of Chulias had long settled in Kedah and other Southeast Asian ports, and have had also formed part of the early Penang community. Up till the mid-19th century, they had outnumbered the Chinese (Nin, 2001). Lebuh Chulia was the second busiest street, owned mainly by the Chulia merchants. Lebuh Chulia has several Indian Muslim mosques and keramats (Muslim mortuary building) demonstrating the diverse clusters of Indian Muslims, for example the Nagore Shrine (early 1800s) and the Noordin tomb (1870s) (Nasution, 1997).

The Masjid Kapitan Keling has been preserved as a focus of the Indian Muslim trading society of jewellers, shippers, textile merchants and petty traders. Figure 5.10 and 5.11 shows the Masjid Kapitan Keling and Muslim tomb as well as shrine for the Indian Muslims in GTWHS.



Figure 5.10: Masjid Kapitan Kling (A) and its surrounding activities (B)
(Photo taken by Noor Fazamimah M.A., 2012)



Figure 5.11: Noordin Tomb (A) and Nagore Shrine (B): Muslim tomb and shrine for the Indian Muslims in GTWHS (Photo taken by Noor Fazamimah M.A., 2012)

The South Indian Hindus had established the Sri Mahamariamman Temple at Lebuah Queen by 1833. Many of them initially worked around the waterfront. The Hindu dockworkers had their accommodation lodges at Lebuah Gereja while the traders moved into Lebuah Pasar (Nasution, 1997). The Chettiars of India came in the early 19th century and were involved in the textile trade and money-lending where they established their lodges at Lebuah Penang. Both the Indian Muslims and the Hindus at present have been contributing to the living cultural area of Little India. Their cultural celebrations are still thriving. The yearly Thaipusam festival of the Hindu kavadi-carriers would begin its journey from the Sri Mahamariamman temple at Lebuah Queen annually.

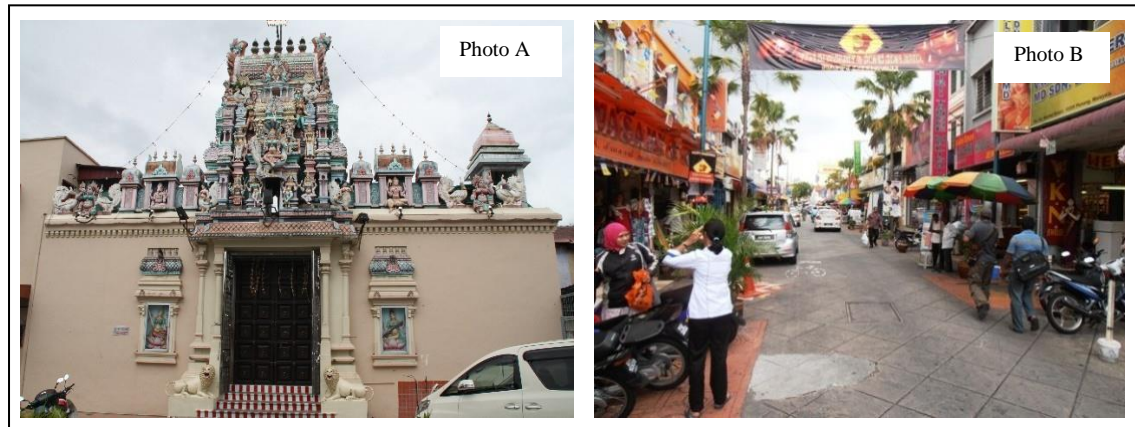


Figure 5.12: The Sri Mahamariamman Temple (A) and Commercial Activities at Little India (B) (Photo taken by Noor Fazamimah M.A., 2012)

However, the earliest Chinese permanent settlers in George Town were the Hokkiens, who were shopkeepers but later controlled the coastal shipping (Hoyt, 1991). More than 60 families, led by Koh Lay Huan from Kedah, founded the Chinese community in George Town (Nasution, 1997). The Hokkiens became the core of the Straits Chinese or *Peranakan* Chinese, who were the Chinese elite of the Straits Settlements. The Cantonese and Hakkas formed clan associations for immigrants from the same district or area in China (Bierre, 2006). Lebu China and Lebu King were dominated by the Chinese merchants. Within these commercial districts can be found a high concentration of coffee shops or *kopitiam* catering for office workers.

The *kongsi* institution is a distinctive outcome of the 19th century migration of the Chinese in Southeast Asia (Po-Yin, 2009). According to Po-Yin (2009) the Chinese *kongsi* is an association based on the clan, particularly a dialect group or people from the same district in their original country, or an occupational or mutual benefit society. For more than a century, these institutions have influenced, to a great extent, the socio-economic life of the Chinese community in George Town and have, thus, created important landmarks. These Chinese communities were also very particular of their socio-economic and *Feng-Shui* principles in choosing their settlement sites (Nin, 2001).

An analysis of the Chinese settlement has found that the early Chinese settlers have built up their freestanding *kongsi* temples alongside the grid pattern as proposed by Francis Light (Bierre, 2006).

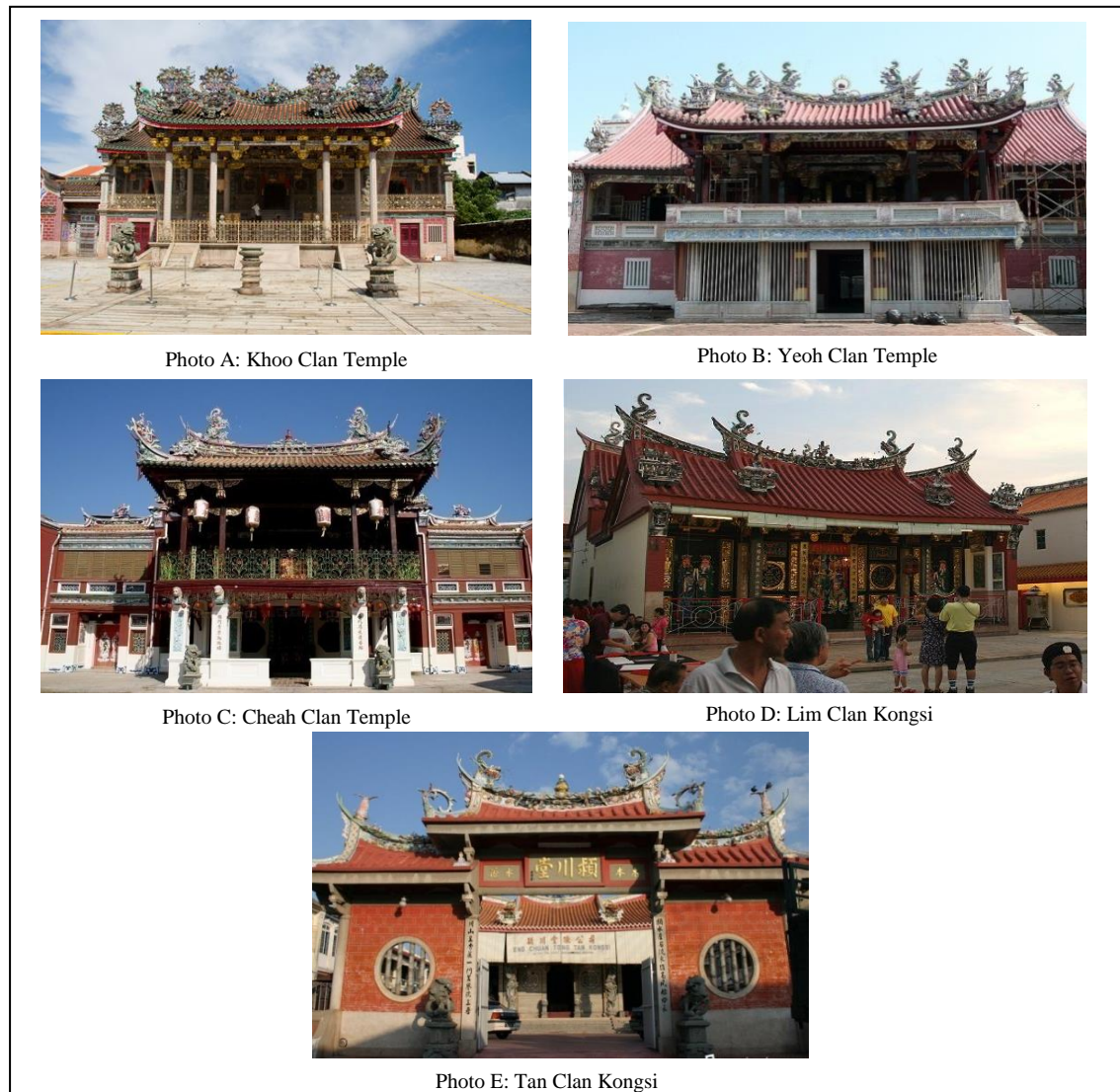


Figure 5.13: Photos of the Five Big Hokkien *Kongsi* Temples in GTWHS (Photo taken by Noor Fazamimah M.A., 2012)

These Chinese migrants have founded no less than 12 temples and associations along Lebu King, three in Jalan Penang and one on Lebu Chulia. Outside the main historic commercial centre, largely residential quarters of terrace houses and shop houses are found interspersed with bungalows. At the southern section of Lebu Pantai, the Hokkiens have established temples derived from their clan village attachment. Most of

them are found to the south of Lebuh Chulia. The temple courtyard of the Five Big Hokkien Clans Association of Penang, namely the Seh Tek Tong Cheah Kongs, the Leong San Tong Khoo Kongs, the Kew Leong Tong Lim Kongs, the Eng Chuan Tong Tan Kongs and the Sit Teik Tong Yeoh Kongs, all surrounded by clan housing, are an important and intact cultural complex within the GTWHS (AJM Planning & Urban Design Group, 2011). Figure 5.13 shows the pictures of the Five Big Hokkien Kongs temples in George Town.

These *kongs* buildings are found set within a courtyard or compound by residential or shop houses. According to Bierre (2006), the layout and the network of narrow alleyways is a legacy of the 19th century, and are reminiscent of the feuding secret societies. This urban geography of clan temples and houses is a unique characteristic of George Town. Figure 5.14 shows the Leong San Tong Khoo Kongs, one of the biggest Hokkien *kongs* in George Town with three entrances one each from Lebuh Cannon, Lebuh Pantai and Lebuh Armenian.

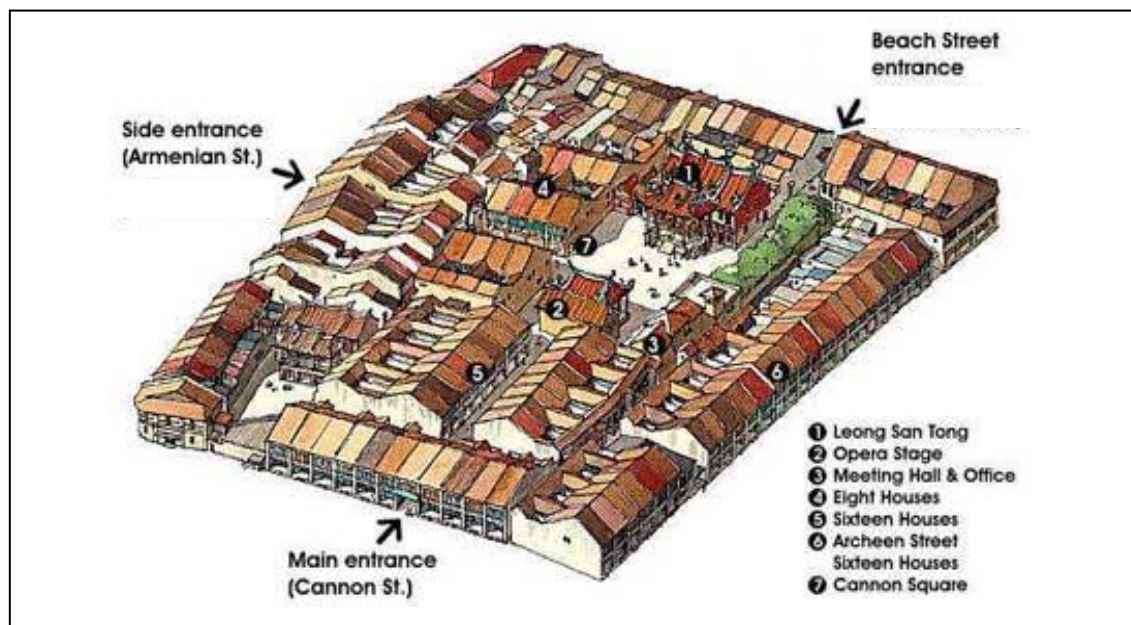


Figure 5.14: Khoo Kongs is one of the Biggest Clan Kongs in GTWHS (Yu & Lee, 1998)

By the mid-19th century, occupational unions such as associations of goldsmiths and carpenters were also created, mainly by the Cantonese. However, according to Nasution (1997) the black-and-white domestic servants who came to work in Penang in the 1930s placed their accommodations (Kongsi Pang) at Lorong Cintra, Lebuh Muntri, Lorong Pasar and Lorong Chulia in the area of the Goddess of Mercy Temple. The Hainanese mainly came in the late 19th century and established their temples, schools and coffee shop associations at the western end of Lebuh Muntri (Nin, 2001). Nevertheless, the Hakkas were always an important minority. But in the late 19th century, Cheong Fatt Tze and other Hakka elites became prominent in the Penang society, building their mansions along Lebuh Leith (Yu & Lee, 1998).

The clan jetties (see Figure 5.15) represent a unique pattern of settlement unlike similar water villages elsewhere in Southeast Asia as each community from each jetty comprising affiliates of the same clan with the same family name such as the Lim, Chew, Tan, Lee and Yeoh built their respective jetties. The 249 premises of timber jetties housing the clans were built on stilts along the sea shore and are found spread over an area of approximately of 16.8 acres (Nin, 2001). The houses are found arranged in a fishbone layout with a jetty built of timber planks serving as the major spine for access and communication.



Figure 5.15: The Chinese Clan Jetties (Nin, 2001)

The British, who ruled Penang until the country's independence in 1957, left behind a significant physical and cultural imprint, manifested in the colonial architecture and the administrative as well as the legal system practised by independent Malaysia (Moore, 2004). Up until recently, the historic city of George Town has functioned as the centre of government. The physical imprint can be seen in the various structures in the Civic Zone of the WHS. As with most colonial towns, George Town is defined by a fort at its water's edge (see Figure 5.16). Fort Cornwallis was constructed in 1879 on the island of Penang. Functioning not only to protect the township from enemy attacks but it also housed some of the administrative offices of the British soldiers.

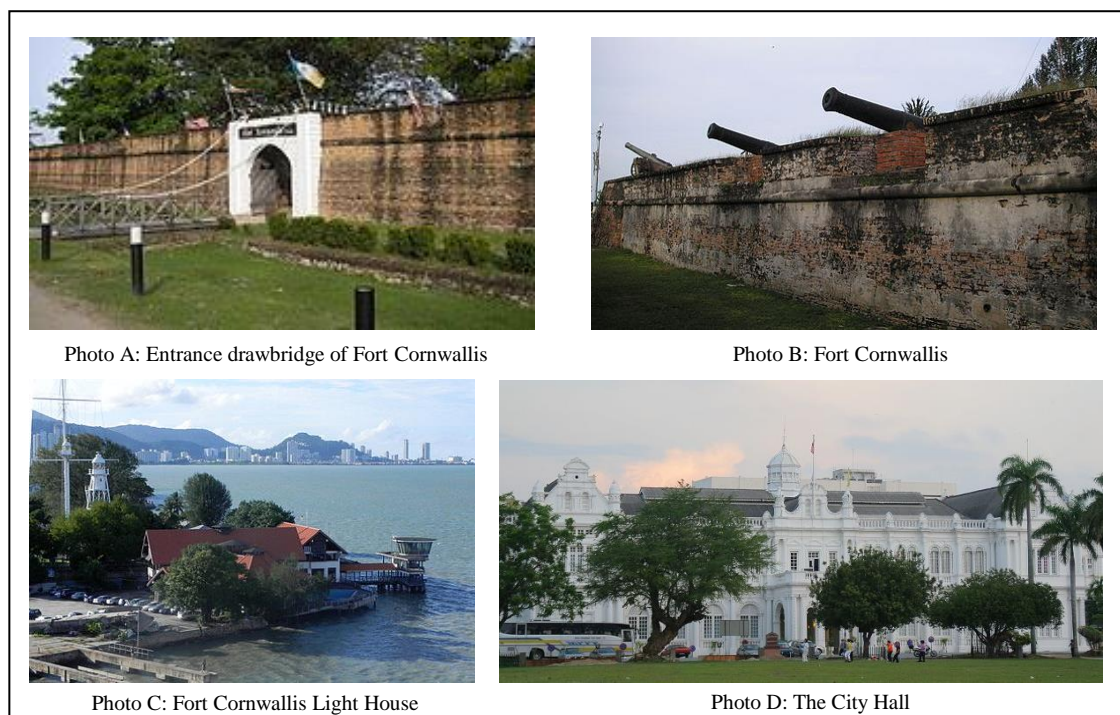


Figure 5.16: Fort Cornwallis and Government building, City Hall (Photo taken by Noor Fazamimah M.A., 2012)

Directly south of Fort Cornwallis and west of the Swettenham Pier are found the government offices and administrative buildings. This area has been known as the 'Government's Quadrangle' or King Edward Place. King Edward Place ends with the Victoria Memorial Clock tower, assembled in 1897 to honour Queen Victoria's diamond jubilee. Among the major public buildings are found the State Legislative Assembly

building, Municipal Council buildings, Town Hall and City Hall, Supreme Court, Dewan Sri Pinang and Bank Negara. The Esplanade is an open area facing the north beach, and its promenade has been George Town's main social and recreational centre.

The Penang harbour has had a number of piers namely; Victoria Pier (1888), Church Street Pier/Railway Jetty (1897), Swettenham Pier (1904), and Raja Tun Uda Pier/Ferry Terminal (1959) (see Figure 5.17) (AJM Planning & Urban Design Group, 2011). During the 1880s, a stretch of shoreline was reclaimed and named after Sir Frederick Weld, the Governor of the Straits Settlements (1885-87). Offices and godowns were constructed on the new sea front in the distinctive Straits Eclectic style typified by colonnaded arcades. However, during World War II, several of the magnificent buildings near the port were bombed and damaged, including the Government offices at Lebuhr Pantai and Lebuhr Downing, Victoria Pier and Railway Pier.

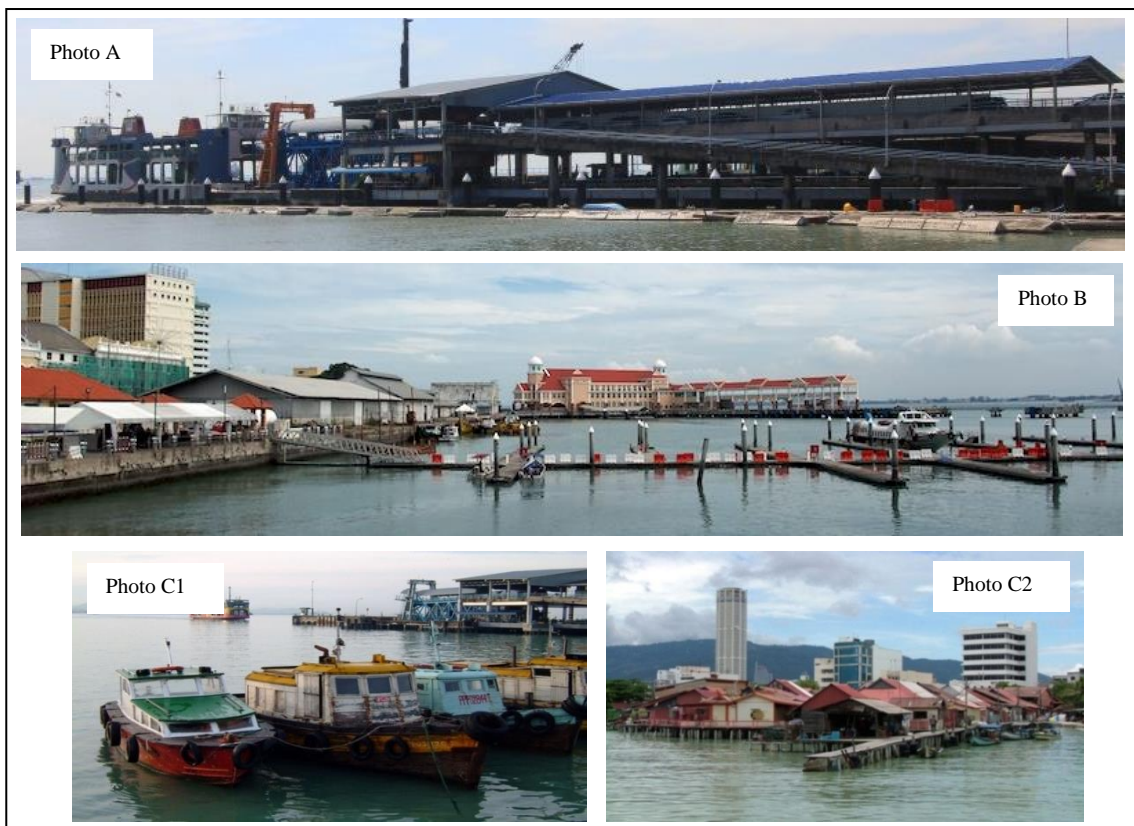


Figure 5.17: Raja Tun Uda Pier/Ferry Terminal (A); Swettenham Pier and Godowns at Weld Quay (B); Chinese Clan Jetties along Weld Quay (C1 & C2) (Photo taken by Noor Fazamimah M.A., 2012)

Weld Quay extends from Swettenham Pier to the Prangin River, linking ghauts that were provided jetties at each end. (A ghaut is a stone or wooden jetty along the waterfront that is built as an extension of the street that runs inland from the shore). Several Chinese clan jetties later sprouted along Weld Quay. These jetties served as landing bases for the traditional entrepot trade, that is, trade dealing in import, redistribution and re-exporting of products from the hinterland and neighbouring countries. This trade was usually handled by small-scale Asian traders. Today, the traditional cargo-handling business from the Weld Quay jetty community has shrunk considerably due to the utilization of containers at the Butterworth port at Seberang Prai.

The importance of the historic city of George Town as an entrepot trading port meant that they were able to attract large numbers of merchants from the northern area of Sumatera, the Malay Peninsula, the Indian subcontinent and China. Because of that, trade became the uniting factor bringing people from diverse ethnic backgrounds to settle in George Town, creating a mixture of multi-ethnic communities. The distribution of trade activities in George Town has been typically concentrated along the lines of ethnic dominance of an area.

Different ethnic traders such as Chinese (Hokkiens, Cantonese, Hakkas), Hindu-Tamils, the Javanese, the Arabs, the Achenese and the Indian Muslims would associatively assemble together to trade on particular streets or areas. The existence of trade societies based on ethnic differences has further reinforced the strong ethnic divisions between the trades. In general, this concentration of identities has subsequently formed a strong character for this heritage town.



Figure 5.18: Multi-cultural Trading Activities in GTWHS (Photo taken by Noor Fazamimah M.A., 2012)

Other than that, the cultural eclecticism in George Town could be seen in architecture, interior furnishing, clothes, food and other elements of lifestyle. The different cultural groups and traditions have assisted to enhance further the great traditions and customs of this historic city. According to Bierre (2006) these various communities have been found living side by side with one another while practising their own individual traditions, customs and religions, making this historic city a vibrant living multicultural heritage town.

Despite the threats brought about by history and changes in governance, the living heritage and lifestyles of George Town have evolved and persisted, and found to be continually used and practised respectively by the different communities till today. The persistence of these unique cultural traditions have stemmed from centuries of multi-cultural traditions, manifested in religions, cultural practices, trades, crafts, cuisines, languages and inter-ethnic assimilations. Figure 5.19 shows some of the multi-cultural traditions continuity in George Town.

As an important trading port, George Town has brought in an influx of migrants from the Malay Archipelago, the Middle East, the Indian Subcontinent, China and neighbouring countries. Consequently, unique groups formed by the inter-ethnic assimilation have

emerged, representing this cultural interchange. The founding settlers have developed to be the core of the early permanent society. Two particular groups which have been strongly recognized with Penang have been the Peranakan Jawi and the Peranakan Chinese or Straits Chinese, both urban elites and cultural hybrids which were comparatively more open to European influence than their contemporaries (Homi, Albert, & Hamdan, 2010).



Figure 5.19: The Continuity of Multi-cultural Traditions in GTWHS (Photo taken by Noor Fazamimah M.A., 2012)

They are presented in this study herein order to give an understanding into the rich, complex and as yet little familiarity about Straits subcultures which have played an important role in Penang's unique heritage development.

The Straits-born Chinese or Straits Chinese (Peranakan Chinese) also known as Baba-Nyonya, were later focused in the town areas of the Straits Settlements. Further down the line, the Straits Chinese intermarried with their own group. Occasionally the daughters were married off to the best kinds of the male sinkeh (recent immigrants from China) (Hoyt, 1991). According to Hoyt (1991) the early Straits Chinese were fluent in Malay, the language of the Straits trading world. In contrast with other Chinese traders, the Straits Chinese had a benefit in the real estate prospects and regional trade, be influenced by their renowned links with the archipelago trading society (Leng, 2009).

The Straits Chinese appeared to be recognized by their socio-economic group, political path, gentrified lifestyle and an eclectic taste for the finer things from all cultures (DeBernardi, 2009). Nowadays, the Straits Chinese have more or less been assimilated into the common Chinese community although the former were more likely to be English-educated and Anglicized in outlook, while the latter were more likely to be Chinese-educated and influenced by Chinese nationalism (DeBernardi, 2009). However, according to Hong (2007), the new generations of the Straits Chinese have grown to be westernized, not only in shape, but also in character where many have even emigrated to English speaking countries.

On the other hand, the Indian Muslims have shaped the most important commerce society in Penang in the first fifty years (Nin, 2001). According to Nin (2001), the major group consisted of Tamil Muslims who were also termed Keling or Chulia. Wherever they settled in the Straits of Malacca, these traders got local wives, and their descendents were termed Peranakan Jawi, indicating Straits-born Muslims, or Jawi Pekan, which denoted as Town Malays (Yusoff & Mohamed, 2010).

By the 1930s, the term Peranakan Jawi was discontinued, as most Indian Muslim descendants who had come to classify themselves with the Malay mainstream, currently identified themselves as Malays (Yusoff & Mohamed, 2010). Nowadays, the Indian Muslims in Malaysia, particularly in Penang, have developed a social continuum-hence the rich historical inherent term “Penang Malay” (Mohamed, 2001). For the most part, the dominant Indian Muslims and their descendants have now been embraced as Muslim urban elites in Penang. In their role as heads of the Indian Muslim community, they have endowed waqf, built mosques and Malay vernacular schools (Nin, 2001).



Figure 5.20: The Straits Chinese and the Indian Muslim in GTWHS (Nin, 2001)

5.4.3 Outstanding Multi-cultural Architectural Landscape

Various cultural groups have traded and settled in George Town over the centuries, and have marked a significant influence in the eclectic and unique architecture of the city (Bierre, 2006). According to Bierre (2006), the early architecture in George Town was a combination of cross-cultural values, ideas, traditions and the memories of immigrants and indigenous builders, and the adaptation to the availability of local building materials, skills, transportation and the appropriateness to the tropical climate. A combination of the different building styles and typologies of those built by the British, the Malays, the

Chinese and the Indians had mainly created a rich mixture of the urban fabric in George Town (Jenkins, 1998).

The Malayan bungalow has emerged during the 19th century. It was a result of a mixture of the European and local characteristics such as timber posts and thatched roofs (Fee & Ngiom, 1998). This architectural development have also been considered for the designs of shop houses and temples built by the Chinese immigrants who were mainly introduced into Malaya by the British to open up mining lands (Barlow, 1998).



Figure 5.21: Image of Architecture Types Available in GTWHS (Photo taken by Noor Fazamimah M.A., 2012)

Figure 5.21 shows the photos of the various building styles available in George Town. The Indian temples were built by the Indians who came to Malaya to help the British in the rubber plantations and to build the infrastructure works such as roads and railways

(Moore, 2004). Together, this mix of cultural influences has produced an architectural profile that has been unequalled in its eclecticism and adaptation to the local climate and values (AJM Planning & Urban Design Group, 2011).

The predominant building type within the Core Conservation Zone of George Town is the shop-house (AJM Planning & Urban Design Group, 2011). There are more than 2000 shop-houses, mostly two and three storeys in the WHS. The term ‘shop-house’ here refers to a building since it is unique to the settlements of the Straits of Malacca (Too, 1998). According to Too (1998) typically a shop-house would function both as a residence and shop, with the ground floor utilized for commercial uses, while the upper floor was used for residential uses. However, they could also refer to buildings of the same form that had functioned exclusively as residences (Badan Warisan Malaysia, 2003). Figure 5.22 shows the shop-houses typology in GTWHS.



Figure 5.22: Typology of Shop-houses in GTWHS (Jenkins, 2013)

The shop-houses can be traced to the Chinese immigrants from the southern coastal provinces of China (Too, 1998). They brought with them the knowledge and methods of the building construction which they then adapted to the Malayan style shop-houses (Bierre, 2006). The resultant building type is one that featured a combination of vernacular, Chinese and European influences. It is also a response to the availability of local building materials, skills, transportation and the tropical climate. Over the decades,

the development of these shop-houses in terms of their design and styles has evolved from the simple plan with a plain façade to more elaborate facades that featured the Malay, the Chinese and European motifs (Bierre, 2006).

According to Bierre (2006) and Too (1998), five-footways were also built as shaded public walkways along the shop houses of the Straits Settlements, giving shelter from the heat of the direct sunlight and tropical downpours. In George Town, five-footways have been a significant feature of the streetscape and its continuity has generally still existed till today (see Figure 5.23).



Figure 5.23: Five-footways of Shop-houses in GTWHS (Photo taken by Noor Fazamimah M.A., 2012)

A large number of the surviving shop-houses in George Town have retained the historically intact townscape. The pitch terracotta roof-scape is one of the strongest distinctive features of the city's townscape. The earliest timber and brick buildings utilized simply obtainable *attap* (palm leaf) for their roofs. A series of destructive fires completely led to its use to be forbidden in 1887 (Fels, 2002; Moore, 2004). However, unglazed terracotta roof tiles were established in George Town probably as early as 1787 (see Figure 5.24), and they can be found in the Fort Cornwallis area (Bierre, 2006).



Figure 5.24: The Pitch Terracotta Roof-scape in GTWHS (Bierre, 2006)

The multi-cultural heritage has contributed to the eclectic mix of ornamentation too. Such examples include the sculpted wood panels and fascia boards of the indigenous and Indo-Malay, the intricate and superstitious images of the Chinese, the arches of Mogul India and the neo-classical components of British architecture (Bierre, 2006; Too, 1998; Yu & Lee, 1998). According to AJM Planning and Urban Design Group (2011), within the Core and Buffer Zones of George Town, 37 places of worship are found in George Town, mainly the mosques, Chinese temples, Indian temples and churches.

As shown in Figure 5.25, many of these religious buildings are found located on the same road and close to each other along the “Street of Harmony”. All are still functioning till today as they were a hundred years ago, where the communities could perform prayers and other religious activities.



Figure 5.25: Street of Harmony, Map of Jalan Masjid Kapitan Keling, Showing the Mosques, Chinese Temples, Indian Temples and Church (Map from Magazine by Chua, 2010)

5.5 THE PLANNING AND MANAGEMENT INVOLVED IN THE GEORGE TOWN WHS CONSERVATION

As mentioned in the previous chapter, Malaysia exercises a three-tier government organization in managing heritage assets. There are the Federal Government, the State Government and the Local Government (see Figure 5.26). At the national level, the Federal Government administration is governed by the legislative, judiciary and the executives. Although the Local Government falls under the purview of the State

Government, the Federal Government could still influence the Local Government policies through the National Council for Local Government under the Ministry of Housing and Local Government (Siti Norlizaiha & Izzamir, 2012). Town and country planning and heritage are in the concurrent list where the planning and management of heritage sites have become conjoint activities between both the State and Federal Governments (AJM Planning & Urban Design Group, 2011).

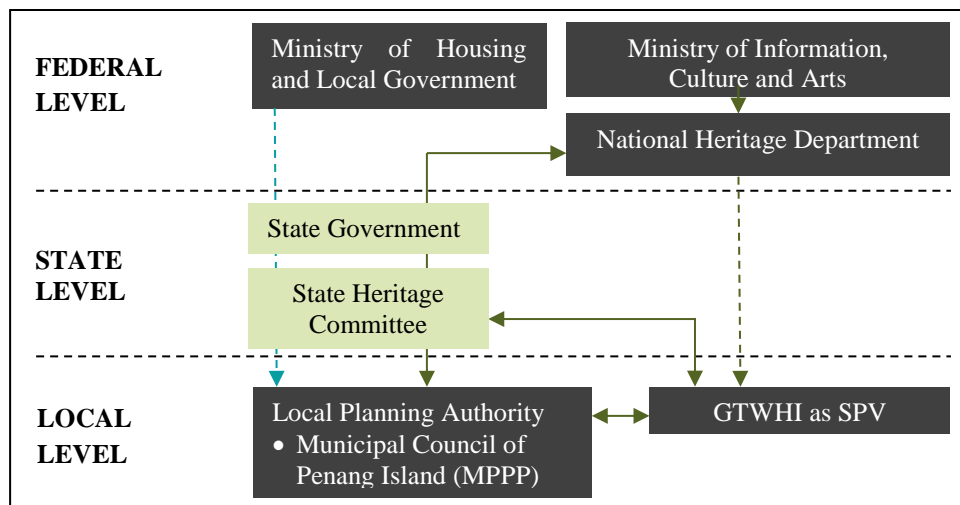


Figure 5.26: George Town Conservation Management
(AJM Planning & Urban Design Group, 2011)

With the enactment of the National Heritage Act 2005 (Act 645) in March 2006, heritage subjects are in the purview of the Federal Minister responsible of heritage, which currently is the Minister of Information, Culture and Arts. He is aided by the Commissioner of Heritage at the national level. At the federal level, besides the Federal Minister in charge of heritage, the Commissioner of Heritage, the National Heritage Council, the National Physical Planning Council, the Director-General of Town and Country Planning, who is also the secretary of the National Physical Planning Council are involved in heritage matters. At the state level, the State Authorities are the State Planning Committee and the State Director of Town and Country Planning, who is also the secretary of the State Planning Committee and the local authorities at the local level.

The MPPP and the State Planning Committee are the two state organizations which control and administer the heritage sites conservation in the state level in Penang. The local World Heritage Office (WHO) was established by the state government after the inscription of George Town into the UNESCO WHS. The WHO is responsible for the safeguarding, nurturing and developing the heritage goods of GTWHS (Siti Norlizaiha & Izzamir, 2012). Figure 5.27 shows the hierarchy of responsibility of the conservation management for the GTWHS indicating the collaboration between the local WHO and the local authority concerned with the GTWHS.

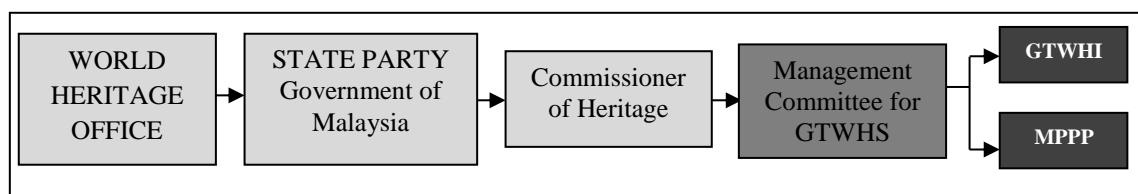


Figure 5.27: Hierarchy of Responsibility of the GTWHS Conservation Management

The earliest conservation policy for George Town was the Design Guidelines for Conservation Areas in Inner City of George Town, Penang which were formulated in 1987 (Municipal Council of Penang Island, 2005). In 1989, the State Authority approved the MPPP Structure Plan 1987. The Historic City of George Town, Penang Conservation Area had been recognized in the MPPP Structure Plan and Local Plan. However, it had no detailed guidelines intended for the protection of heritage assets (Lee et al., 2008). In most cases, it was only the layout of the street that was retained while the facades of buildings were allowed to be changed or altered. Even in cases where renovation and enhancement works have been carried out with regards to certain significant historic buildings and areas, the end result is not often satisfactory (Nor Zalina, 2005).

After that, the MPPP introduced the Guidelines for Conservation Areas and Heritage Buildings in George Town, which replaced and annulled the Design Guidelines for Conservation Areas in Inner City of George Town, Penang (Siti Norlizaiha & Izzamir, 2012). These new guidelines provided a complete report of the State Government's strategy for the recognition and protection of heritage buildings, conservation areas and other components of the historic environment. Aside from that, the Local Authority could also refer to the Town and Country Planning Act 1976 (Act 172) Amendment (1995) and the Local Authority Act 1976 (Act 171) in order to protect the heritage areas and properties.

Table 5.2: Key Agencies in the GTWHS Management and Related Legislations

Level	Key Agency	Related Legislations
Local	MPPP	<ul style="list-style-type: none"> • The Town and Country Planning Act 1976 (Act 172) • The Streets, Drainage and Building Act 1974 (Act 133) • Uniform Building By-Laws (UBBL) • MPPP By-Laws
	WHO	The respective states to empower WHO to perform part of the local government responsibilities in heritage and conservation management
State	State Government	<ul style="list-style-type: none"> • The Town and Country Planning Act 1976 (Act 172) • Melaka Preservation and Conservation of Cultural Heritage Enactment 1988; amended 1993, 2008.
Federal	Department of National Heritage	<ul style="list-style-type: none"> • Federal Constitution • National Heritage Act 2005 (Act 645)

There is no doubt that the reports prepared for conservation of GTWHS are comprehensive and the policies contained in them will obviously need substantial resources and a long period of time for realisation. However, it is disappointing to note that after so many years, except for the restoration of a few historic monuments, little has been achieved in the implementation of the proposals. Awareness of the importance of urban conservation is gradually rising; however, it only has happened in a few settlements. At least, some attempts have been made to take into account such opinions and to revitalise the core areas. However, it is important to note that these are isolated

efforts and urban conservation has played only a very small role in the normal planning process of GTWHS.

5.6 THE DEVELOPMENT OF THE CULTURAL HERITAGE CONSERVATION IN GEORGE TOWN

Efforts to conserve the George Town's heritage was initiated in the early 1970s' (Abdul Ghafar et al., 2002). The conservation of George Town was commenced in the type of a conservation plan for the city of George Town in 1973 by the Central Area Planning Unit (CAPU), Penang. This plan has expressed a formal acknowledgement for the importance of urban conservation (Municipal Council of Penang Island, 2005). Conservation guidelines were then founded and included in the Penang Master Development Plan entitled the Interim Zoning Plan. The first conservation areas covered were Lebuhraya Penang, Lebuhraya Chulia and Lebuhraya Pantai.

Even though a Conservation Plan was developed by the CAPU in the early 1970s', not much was carried out in this focus until the mid-1980s (Jenkins & King, 2003). The main concern in the inner-city of Penang was the skyscraper landmark of the new Malaysia – the KOMTAR building project and the related ad-hoc skyscraper developments. The leading official public policy to protect heritage buildings was issued only in 1985 (Lee et al., 2008). In January 1985, the Penang State Government has made use of the Town and Country Planning Act 1976 (Act 172) for George Town's conservation. As a requirement of the Act, a draft structure plan of 1987 has made it visible by giving a positive treatment to the George Town's special characteristics. Through this structure plan, together with the economic development process, the issue of preservation of these special characteristics as well as the cultural heritage and environment was addressed sufficiently (AJM Planning & Urban Design Group, 2011).

Moreover, MPPP had determined an area bounded by and along Weld Quay, Gat Lebu China, Lebu Pantai, Lebu Aceh, Lebu Chulia, Lorong Cintra, Lebu Muntri and Lebu Light as well as the area bounded by Jalan Magazine, Jalan Brick Kiln (Jalan Gurdwara) and Jalan C. Y. Choy as an area of special architectural and historic interests. Their characteristic appearance was desirable to be preserved or enhanced and thus the Penang government designated it as a conservation area (Municipal Council of Penang Island, 2005). At the same time, MPPP has produced detailed guidelines for the George Town Inner City conservation area. Based on these guidelines, five areas with distinct criteria were planned as conservation zones in the George Town inner city. In 1986, the PHT, a Penang-based NGO was founded in order to encourage the conservation of Penang's heritage and to nurture cultural learning about the past and heritage of Penang (Lee et al., 2008).

In 1999, the Penang State Government together with dedicated conservationists and NGOs in George Town successfully listed George Town as the 'World's 100 Most Endangered Site' by the World Monument Watch, New York, USA (Badan Warisan Malaysia, 2003). The recognition by the World Monument Fund which is a prominent New York-based philanthropic organization, was the opening up of the precious and the precarious state of Penang's heritage to the world's attention (Nin, 2001).

Meanwhile, the Federal Government has also announced their intention to nominate George Town and Melaka jointly to the UNESCO WHL. At the same time, throughout the years, the MPPP has prepared many planning reports and have drafted Design Guides for Heritage Development of the inner city of George Town (Nor Zalina, 2005). Subsequently, Penang submitted a combined proposal with Melaka to have them registered on the UNESCO WHL in 2005.

At present, there is a growing recognition among international conservationists to have George Town, Penang, become representative of what is probably the most sizeable and culturally diverse built heritage ensemble left in Southeast Asia. However, Nin (2001) has found that locally, the commitment to this heritage is wavering. At this stage of modern civilization, Penang was not well-prepared for the Repeal of the Rent Control Act (Yusof et al., 2007).

The concluding repeal of the Rent Control Act meant many of the tenants (who are of the lower income and socio-economic groups) could no longer afford the new and higher rental structures of their homes and work quarters. Many old pre-war buildings and properties in fact housed family businesses and communities involved in the traditional trades, all of which make up the 'live' elements of George Town's inner urban townscape. The property owners may be slow to pour in funds for clean-up and restorative works on their buildings (Ho, 2009).

Consequently, the repeal of Rent Control Act has hastened the decay and decadence of the heritage character of the old city centre. At the time of research, the city is quickly losing its heritage character through ever-present renovations and destruction as well as outright demolitions (Mui et al., 2008). Heritage buildings were found to be deteriorating rapidly after their inhabitants have moved out. Finger may then point to the government as the most eligible conservationist agency, having an array of resources to handle the expensive and difficult management of heritage buildings.

But in practice, it is unrealistic for the government to fully fund the restoration and maintenance projects of the mostly privately-owned heritage buildings, as it may be argued that the upkeep of such properties are the primary responsibility of the owners. The attitude of attempting to find a share solution, which would reflect an implicit

acceptance of the shared responsibility for the present and future management of Penang heritage assets appears slow to begin (Ho, 2009).

Based on research by the Socio-economic and Environmental Research Institute (SERI), most of the vacant properties of this old city centre were found to be renovated because they were done being contemplated in expectation of profits. Illegal warehousing was also found to be out of control (Homi, et al., 2010). This phenomenon has caused concerns regarding the cultural heritage conservation. After a few years of inaction, the Local Government finally insisted that they were going to do something about their heritage buildings.

To support the revitalization, the Local Governments would hopefully put its heritage buildings into better function. Many efforts have been geared towards nominating George Town for the UNESCO WHL. However, the awareness to conserve this heritage has faced many difficulties, mainly regarding development, the high expenses of maintenance, little understanding between the community, law and regulations aspects, political interfering and conservation efforts itself (Jenkins & King, 2003).

After many years of untiring, relentless efforts, finally on 7th July 2008, the UNESCO World Heritage Committee has inscribed George Town into the UNESCO WHL together with Melaka. Now, any erection of buildings is loosely bounded by the National Heritage Act 2005 (Act 645), Acts(Act 133) and the Town and Country Planning Act 1976 (Act 172) (Mohamed, 2005). To date, a draft of the Special Area Plan has provided a guiding principle on the George Town Inner City conservation with specific suggestions relating to extensions, renovations and revitalizations of heritage buildings within the approved zones. However, this draft Special Area Plan would require several phases to be done in order to accomplish and pull off all the recommendations. Any further delays in the

promulgation of the appropriate guidelines would be found to erode the already fragile state of the heritage (Ho, 2009).

Although the conservation hard works have been on-going for over 35 years, however, the existing local policy itself has not been seen to have effectively protected the heritage buildings and their surroundings. A huge and inimitable part of our heritage could persist to be vanished without a strong legal protection (Ho, 2009). The Local Authority had acknowledged that there have been owners who have ignored the guidelines and consequently have demolished or rehabilitated their heritage assets without authorized consent (Beng, Chua & Quah, 2011). The urgency to prepare high impact policies and strategies for urban conservation must also be borne in mind so as to control the thought in furnishing George Town a modern makeover.

Despite some achievements since the mid-1980s, the preservationists have faced difficult tasks. As Ho (2009) has found in his studies, there was still a lack of consideration among the public of what heritage conservation would entail, as there appeared to be misunderstanding in the municipal council (MPPP) as to what was aimed by conservation as a whole part of development, an idea which has always been supported by the conservation interest group. Regardless of the presence of planning and building laws as well as guidelines, evidence was found of perhaps a cultural reinterpretation and modification of these many prohibited practices, and a lack of enforcement when these laws were generally disregarded (Ho, 2009).

The sensitive issues raised near November 2008, circling around several hotel development and extension projects within the heritage zone, namely the Rice Miller boutique hotel and Boustead Royale Bintang Hotel (both in historic Weld Quay area), the proposed E&O Hotel extension scheme and another proposed 23-storey hotel along Jalan

Sultan Ahmad Shah, which is the former Northam Road bordering the colonial quarter. Proponents of the projects have claimed that the plans were approved before George Town was inscribed on the WHL on 7 July 2008 (The Star, 2008). As such, these pre-approved projects should be allowed to continue without being subject to the established UNESCO guidelines for multi-storey building developments, which specify that new construction within the heritage area, are subject to a minimum height of 18 metres.

The above-mentioned debates are illustrative of the dilemma confronted by this WHS. This dilemma springs from the need to balance the requirements of present socio-economic development with the main conservation agenda adopted by UNESCO, which often directs to conflicts of interest involving many groups determined to do what is correct from their opinion. The pro-development groups take the practical stand, arguing that the economic truths and development requirements must go on after heritage status is achieved, and the restrictive conservation agenda should never obstruct the process of essential development that bring socio-economic enhancements. The heritage conservationists, on the other hand, prefer to implement a more holistic view point. For them, heritage is a vital component of the socio-economic organization, and development should progress within the limits of what keeps the integrity and balance of the socio-economic organization.

5.7 THE DEVELOPMENT AND MANAGEMENT OF CULTURAL TOURISM IN PENANG

Tourism development in Penang grew soon after its foundation in 1789 (Moore, 2004; Worden, 2001). It had be a focus for over 10,000 immigrants and merchants within a few decades. Before the 1960s, its economy was mainly reliant on trade, and its free port status had change Penang into a renowned entrepot for trade and business (Haghighi &

Chiao, 2008). After the 1960s, Penang was a place for absorbing more tourists. Penang was well-known as the Pearl of the Orient and has been recognized as a beach tourism destination. Its availability and varieties of local food have attracted an immense flow of tourists from distant and neighbouring countries for many years.

The tourism sector has been closely tied to several key economic sectors and sub-sectors such as transport, construction, retail trade, hotel and restaurants (Haghighi & Chiao, 2008). The Penang tourism industry has gone downhill ever since after it has its success period in the 90's and has never regained its strength (Ling et al., 2011). Problems such as public health, traffic overcrowding, lack of interest from the community and the lack of collaboration within the leisure industry itself were found to be complicating the development of the Penang's tourism (Ong, 2010). However, the government has greatly been taking the initiative in the publicity of tourism. Penang particularly profited from the growing attention on the new niche product of cultural tourism as it climaxed in the successful 1990 'Visit Malaysia Year' campaign (Worden, 2001). The importance of cultural tourism in Penang was on its cultural assortment integrating Malay, Chinese, Indian and other traditions.

The Penang Structure Plan (2005-2020) has also recommended that cultural assets should be established as the distinctive tourism product for the state. Over the years, tourists to Penang have been shown to the multi-cultural heritages such as the Malay and Muslim enclaves, the Chinese clan houses, Little India and experienced the living heritage in the inner city (Siti Norlizaiha & Izzamir, 2012). The nomination of George Town as a WHS in July 2008 has been internationally recognized as the multi-ethnic heritage of this historic city and a world tourist destination.

Cultural tourism is found to be now emerging as the most recent tourism attraction in George Town (Abdul Ghafar, 1998). The UNESCO status is not something without great potential as a catalyst for spinning off a chain of positive economic benefits in sectors like real estate development. Also the heritage award has been linked to the much discussed culture-heritage tourism' sector, believed to carry great potential for driving the future growth of the Penang tourism industry (Ho, 2009).

Different from other states in Malaysia, the Penang Global Tourism was established by the current state administration to manage and campaign for tourism and the brand name in Penang. The Managing Director of the Penang Global Tourism, Ooi Geok Ling has stated that the WHS status has played an important role in promoting George Town to the world. According to Ooi Geok Ling, the international tourist movement has developed by 35% since the WHL (Beng et al., 2011).

The key strength of George Town as a WHS has been found to be in the inner city area with its architecture and multi-ethnic societies, regarded as distinctively attractive with a direct appeal to international tourists. Their historic landscape also expresses Malaysia's cultural diversity with its street life and marketplaces, assist to symbolize an Asian cultural uniqueness (Worden, 2001).

However, Jenkins and King (2003) have found that the connections between government policies, state level actions and the local response to the management of cultural tourism in George Town were complex. In general, the government has emphasized the specific connection between heritage conservation and a booming tourism business as well as the significance of conservation for the reclamation of the town environs.

A government policy on tourism has shown that they would have a great responsibility to promote their tourism plan and how to manage the resources for the country's economic development (AJM Planning & Urban Design Group, 2011). Table 5.3 shows the increase in the figure of the worldwide and local tourist arrivals in Penang since the designation of George Town as a WHS from 2005 to the end of 2010.

Table 5.3: Number of International and Local Tourist Arrivals, Penang 2005 – December 2010 (Penang Institute, 2012)

Year	Tourist				Overall Total
	Local		International		
	Total	%	Total	%	
2005	2,267,532	52	2,084,377	48	4,351,909
2006	2,562,978	54	2,152,256	46	4,688,504
2007	2,787,260	53	2,399,351	47	5,186,611
2008	3,496,293	55	2,811,175	45	6,307,468
2009	2,982,687	50	2,977,642	50	5,960,329
2010	2,942,544	49	3,048,320	51	5,990,864

The designation of George Town as a WHS has also opened up a new opportunity to increase the value of the existing resources attraction in this country particularly Penang. It is the national wish to build up this industry as one of the main contributors for a strong economic sector; advance, competitive and constantly growing (Ibrahim, 2008). Thus, the cultural and heritage attractions of this heritage town have always been promoted in order to attract more and more tourists to this country.

In addition, the State government has been giving full commitment in supporting the Federal Government policy by encouraging more activities related to the cultural tourism promotion. Lots of programmes have been done to attract more tourists to this heritage town, for example, by providing proper amenities and services for the ease and comfort

of the tourists. The state government has already employed street improvement at the main core area to upgrade vehicle and pedestrian movement.

The historic monuments have been fully repaired and launch to attract visitors such as the Masjid Kapitan Kling, Masjid Lebuh Aceh, Syed Alatas Mansion, St. George Church, Sri Mahamariamman Temple and other clan temples. In addition to that, privately-owned assets were also launched to attract visitors such as the Cheong Fatt Tze mansion, Khoo Kongsi, Hai Kee Chan and the Chung Keng Kwee Temple as well as the house where the first Chinese revolutionist, President Sun Yat Sen was residing in Penang in 1911. All these heritage owners charged a certain sum of money for admission.

Several heritage tours have also been presented in order to improve the visitors' experience in George Town such as the iconic trishaw rides within the heritage sites, tours of the historical enclaves around Lebuh Armenian, clan houses and Lebuh Aceh, tours of the Cheong Fatt Tze mansion and Little India Spice trail (Siti Norlizaiha & Izzamir, 2012). The PHT has organized living heritage trails of George Town with self-guided trips covering traditional trades and traditional foods.

However, a group of NGOs and conservationists in Penang has expressed their concerns over numerous issues in promoting this cultural tourism. One of the main problems with regards to this tourism marketing was found to be that this heritage town has been particularly sensitive to excessive tourism pressures that could undermine the long-term sustainability of this heritage site (Ling et al., 2011).

This new activity has created various development pressures on the WHS such as with the shop houses being turned into boutique hotels and commercial premises, and this, in turn, would impact upon the living population who have to be uprooted (Nin, 2001). It is

found to be important for the authorities to take action in assessing and safeguarding the carrying capacity of the built heritage, paying attention to the threats of the excessive infrastructure and the extreme capacity of the tourism development.

Even though the local population in the WHS would now have new opportunities to enhance their livelihood, at the same time they have found that their homes were being converted to other uses that threaten their way of life, their families and their living space (Jenkins & King, 2003). However, Ooi (2010) said that we cannot blame all these problems to tourism only as all these that happen is an outcome of our own attitude which may not seriously be bothered about the state of affairs. He has also described the WHS status as a gift, and the exploration of ways to capitalize on this status should be conducted in a responsible and planned manner.

However, Jenkins and King (2003) have stated that the designation of the WHL for Penang would generally get it to be exposed to further destruction from growth except certain particular efforts were to be made to safeguard them. According to Sharpley (2009), the political, economic and social-cultural environments must be taken into consideration to identify the appropriate actions in developing this tourism. Equally important should be the participation of the local community and resource allocation that must be fair enough to satisfy or solve issues that exist in the city before preparing any tourism development strategy.

Moreover, Ismail (2008) has found that the success of a tourism development strategy not only could give any indicators for outlining products and infrastructure development, marketing and visitor management, but it should also take into account the views of the local residents and the tourists. The direction of such conflicts has become of the utmost importance in order to assure that the preservation of this heritage site could go along

with their economic and social developments, in which tourism could play an important role.

A need for excellent management has to be found in order to ensure the sustainability of our heritage. This proactive action could ensure the success of the genuine heritage practice by maintaining a profile of tourists, monitoring tourist impact, setting a limit of alteration, ensuring sensitively planned tourism services and infrastructure, resolving conflicts among stakeholders, facilitating discussion, learning and understanding, as well as ensuring income generation and reinvestment.

5.8 THE IMPORTANCE OF LOCAL INVOLVEMENT IN VALUING MULTI-CULTURAL HERITAGE OF GEORGE TOWN FOR WHS SUSTAINABILITY

In order for conservation efforts to be sustainable, there is a need to work closely in practice with the local societies, site managers and other stakeholders (UNESCO, 2004). Based on a study by Ismail (2008) as well as Nin (2001), no serious involvement of the local community at the early stage of implementation of the George Town heritage site conservation was found. According to expert heritage conservation activists, obstacles for effective management of heritage buildings, particularly those that need additional renewal or upgrading work, establish mainly from the problematic local ‘mind-sets’ and perception that obstruct a positive idea of what needs to be done in George Town.

This difficult stumbling ‘mind-sets’ is realized in how on the other hand, the property owners may be slow to pour in funds for maintenance and renovation works on their buildings, refer to their private resource/monetary limitations that may or may not be true (Ho,2009). This could obviously cover the hidden unwillingness-to-pay for ‘spruce-up’

projects that brings no direct benefit to their personal return, however as an alternative, it contributes to the intangible 'public good' of preserving George Town's heritage assets.

The problems may lead to the government as the most eligible conservationist agency, having a range of capitals (or theoretically at least) to hold the costly and challenging management of heritage buildings. But in fact, it is impracticable for the government to entirely fund the restoration and maintenance projects of the mostly privately-owned heritage buildings, as it may be contended that the maintenance of such goods are the main duty of the owners. The attitude of make an effort to find a shared solution, which would reflect an inherent recognition of the shared responsibility for the present and future management of George Town's heritage assets appears slow to begin (Ho, 2009).

As mentioned in Chapter 3, the awareness attitude of the local community only began to change in the mid-80s due to their appreciation of the unique cultural aspects of the local community and the architectural character of the George Town inner city area because of tourist use (Din, 2008). The awareness to conserve their heritage value was not obviously revealed until the founding of the PHT as a leader in the on-going heritage development in Penang in 1986. It consisted of a group of educated people, who had an awareness to conserve their heritage. This has been one of the local community's initiatives to encourage the conservation of Penang's heritage and to promote the cultural education regarding the history and heritage of Penang.

They have led an effort to preserve the history and culture of Penang as well as to promote the revitalization of George Town as a living heritage city (Pillai, Nasution, Feng, Pin & Vossen, 2011). It was found that over the past decade, the PHT has always stated its concerns for the responsibility of Penang's traditional industries and societies, its historic architecture, and the towns urgent need for improvement and conservation of

its cultural and economic range (Nin, 2001). In this situation, a good relationship within the local community and heritage management agencies has been found to be very much more important. The number of NGOs involved in the George Town conservation has shown that the local community's views were found to be increasingly important for the success of the GTWHS.

Chua (2010) in his study found that the immediate need of the Penang's tourism industry generally, and George Town specifically, was for the stakeholders to work together towards a common vision and mission by taking tourism and heritage in Penang to the next level. Other than that, all tourism stakeholders should be aware of the new status of George Town and how they could help to preserve it. Based on previous surveys, there were many people, including the NGOs who have had initiated their concerns about maintaining the WHS status of George Town (Beng et al., 2011).

This status has had assigned strength to them in order to preserve the heritage of George Town. The 'heritage status' of George Town may be a reason in the increasing attention of developers to chase better business development of these prime locations, identifying prospects for initial investment in areas that will soon be greatly lucrative (Ho,2009). The status not only acts as a catalyst for positive economic benefits for real estate development. Also the heritage status has been associated to the culture-heritage tourism area that was thought to carry great potential for encouraging the upcoming development of the Penang tourism industry.

As Chua (2010) has stated that the change in status has also inspired Penang's key tourism players to be optimistic about their future. Moreover, cautious or not, the action taken by half of the cultural-heritage tourism players in promoting this heritage has been

found to have lessened the heritage value of the site due to their inaction and lack of plough back benefits in order to help the authorities.

According to Mohamad (2005), he found that based on government provisions of the finances for tourism and of the exposure by the promotional media, there seemed to be a confidence that artificial stage culture could have contributed further to tourism than street culture. He concluded that if this situation will allow prolonging, it was feared that the authenticity of the genuine cultural heritage could diminish and be extinct eventually.

However, in 2011, UNESCO had already warned the State Government that, if they failed to satisfy the demands of the WHS designation, George Town could be in danger of losing its world heritage status. Subsequent to this serious word of warning, the State Government has begun to take precise proactive action to preserve the conditions and to promote the conservation of George Town. The State Government must understand the importance of keeping the heritage values because this WHS status could enable them to attract more visitors efficiently there-after annually.

The value estimated can provide policy makers an indication of the importance of the un-priced cultural heritage resources as a whole in monetary terms. This significant value can assist policy makers to recognize any disparity between what the community really needs and are prepared to give for and the dilapidation to the WHS because of new development. The results of this study can hopefully be used by policy-makers and NGOs to rank the importance of preserving the heritage in relation to the competing projects, and to help improve the management of the heritage preservation and resources allocation. The public's preferences as measured by their WTP value for the cultural heritage conservation should be given due consideration in order to decide how to promote sustainability of the heritage site.

5.9 SUMMARY

The historic city of George Town is a unique remarkable colonial town on the Straits of Malacca that has preserved a series of historical and cultural influences occurring from its historical use as a trading entrepot connecting East and West. This historic town grew rapidly as a major export centre until the early 20th century. Based on the evidence as an exceptional example of the historic colonial town of multi-cultural heritage and the listing of UNESCO as a WHS for its unique architecture, culture and townscape character, George Town has become a global tourist destination. Generally, most of the heritage matters including the heritage planning and management of George Town have been under the purview of the Federal Minister responsible of heritage. However, the Local government as well as the State have been relying on the Federal Government for funding its heritage development and preservation.

Even though efforts to conserve George Town's heritage have been constantly voiced before, very little was done by the authorities to control the modern development in this area. Moreover, the designation of George Town as a WHS has encouraged much more activities related to the cultural tourism promotion. Lots of programmes have been carried out to attract more tourists to this heritage town, for example, in providing appropriate amenities and services for the ease and comfort of the tourists. Regardless of its economic and cultural importance to society, this new activity has created various development pressures on the WHS. It has been found to be important for the authorities to take proactive action in assessing and protecting the overload and the excessive volume of the tourism development. However, the designation of the WHS would be exposed to further damages from development unless special efforts are found to be made to protect them.

It was also found that the tourism business, particularly the hotels and inbound tour operators, could indeed perform a lot more to assist maintain the heritage. They should reinvest some of their returns back into the society and preservation. The necessity to develop high impact guidelines, plans and agenda for conservation must also be borne in mind so as to control the attention in furnishing George Town as a modern makeover. Involving all stakeholders in managing this heritage site was also found to be very much more important. The actual stakeholders for instance craftsmen and artists who live in the heritage enclaves should grasp some economic reimbursement accruing to them. Only then, could the heritage and cultural tourism be more sustainable and feasible in the long term.

In conclusion, the value estimated can provide policy makers an indication of the importance of the un-priced cultural heritage resources as a whole in monetary terms. This significant value can assist policy makers to recognize any disparity between what the community really needs and are prepared to give for and the dilapidation to the WHS because of new development. The results of this study can hopefully be used by policy-makers and NGOs to rank the importance of preserving the heritage in relation to the competing projects, and to help improve the management of the heritage preservation and resources allocation. The public's preferences as measured by their WTP value for the cultural heritage conservation should be given due consideration in order to decide how to promote sustainability of the heritage site.

CHAPTER SIX

RESEARCH FINDINGS: ANALYSIS OF THE QUANTITATIVE SURVEY

6.1 INTRODUCTION

Chapter Four discusses in-depth the research methodologies being applied in this research. As a whole, the quantitative approach has dominated the methodology of this research in achieving the stipulated objectives. Based on the approach, the theoretical framework was constructed to represent the components of this research. The theoretical framework, which was known as the ‘research model’ has also been discussed in detail in the preceding chapter.

This Chapter proceeds to test the research model; therefore this Chapter discusses the research findings based on an analysis of the data using the SPSS Version 19. It covers the analyses of the questionnaire of the stakeholders involved in the WTP value for the GTWHS conservation. This Chapter also reports the results of the Inferential Analysis in order to answer the objectives of this study.

6.2 THE FINDINGS OF THE QUESTIONNAIRES OF THE INVOLVED STAKEHOLDERS

Table 6.1 shows the response rates for questionnaires involving the stakeholders. The response rates (achieved in the field survey) can be considered very high as the overall rates have reached 98.2%. The distribution of the questionnaires was personally undertaken by the researcher who had also approached and interviewed the respective stakeholders during the case study investigation.

Table 6.1: The Response Rates for Questionnaires of the Involved Stakeholders

No.	Stakeholder	No. of a questionnaire distributed	No. of responses	Percentage (%)
1.	Local community	300	295	98.3%
2.	Tourists	150	147	98%
Total		450	442	98.2%

6.2.1 PROFILE OF THE RESPONDENTS

The socio-demographic background of both the local and tourist respondents (Part D of the Questionnaire) who took part in the survey is presented in Tables 6.2 and 6.3. This information is important in order to determine whether the survey sample is representative of this study population. For the local community respondents, results in Table 6.2 have indicated that the majority of the decision-makers in the households of George Town were male. The distribution shows there were more males who participated in the survey than females. There were 92 female respondents or 31.2%, while there were 68.8% males (203) in the sample size.

This research has found that the age category of the local respondents as a whole ranged from 31 to 50 years. A literature search revealed that, in general, the median age of the local communities in George Town as published by the government statistics was 32 years old (Department of Statistics Malaysia, 2010). The majority of the respondents' age (23.4%) was between 31 to 40, followed by 23.1% who were between 41 to 50 whereas 21.7% were between 51 to 60.

Table 6.2: Socio-demographic Characteristics of the Local Respondents (295)

Variables	Frequency (N)	Percentage (%)
Gender		
Male	203	68.8
Female	92	31.2
<i>Total</i>	295	100.0
Age		
21- 30	45	15.3
31-40	69	23.4
41-50	68	23.1
51-60	64	21.7
≥ 61	49	16.6
<i>Total</i>	295	100.0
Race		
Malay	42	14.2
Chinese	196	66.4
Indian	53	18.0
Others, please specify	4	1.4
<i>Total</i>	295	100.0
Religion		
Islam	55	18.6
Buddhism	176	59.7
Hinduism	38	12.9
Christianity	15	5.1
Others, please specify	11	3.7
<i>Total</i>	295	100.0
Education		
No formal education	9	3.1
Primary	38	12.9
SRP/PMR	40	13.6
SPM	135	45.8
Diploma	41	13.9
Degree	32	10.8
<i>Total</i>	295	100.0
Household members		
< 5 persons	172	58.3
6 - 10 persons	111	37.6
> 10 persons	12	4.1
<i>Total</i>	295	100.0
Monthly Income		
No income	6	2.0
< RM500	7	2.4
RM501 - RM1000	29	9.8
RM1001 - RM1500	59	20.0
RM1501 - RM2000	53	18.0
RM2001 - RM3000	65	22.0
RM3001 - RM4000	32	10.8
RM4001 - RM5000	15	5.1
RM5001 - RM6000	14	4.7
>RM6000	15	5.1
<i>Total</i>	295	100.0
Occupation		
Civil servant	6	2.0
Business	93	31.5
Non-government employee	166	56.3
Students	5	1.7
Others, please specify	25	8.5
<i>Total</i>	295	100.0

In general, the population of George Town was 523,900 (2010 Population Census) with Malays (43%), Chinese (41%), Indians (10%) and others (6%). The Chinese practises Buddhism (88.8%), Christianity (5.6%) and other faiths (5.6%) as their religion, while the Indians were 5.6% Muslims, 71% Hindus and 3.7% practicing other faiths but 100% of the Malays were Muslims. However, in this research study most of the local respondents in George Town who participated in this research survey were Chinese (66.4%), followed by Indians (18.0%) and only about 14.2% Malays with 1.4% from others respondents in the sample size. The Chinese and Indian respondents were more visible in this research study because most of them were residing or working within the research area (inner city of George Town).

The results from the survey have revealed that the survey samples were indicative of the George Town population. The majority of the respondents were having less than 5 family members in their household (58.3%). However, 37.6 % or 111 respondents stated that there were 6 to 10 persons who lived in their household. Only 4.1% or 12 respondents mentioned that their households had more than 10 persons in their households. This research study found that most local respondents (75.4%) as a whole had only intermediate low education level and thus low monthly income (74.2%), the majority earning below RM3000 per month. Many local respondents (45.8%) were SPM holders while the rest of them had obtained an education lower than SPM.

In general, results from the survey have revealed that the mean income of the local respondents was between RM1501 and RM2000. 22% respondents were from the higher income group earning RM2001 to RM3000 per month. About 2% of the local respondents were not having any income. A literature search has revealed that the average range of income of the Penang residents were considered low when compared to

the Malaysian average monthly household income of RM5000 (Department of Statistics Malaysia, 2012).

The majority of the respondents (22%) had an average income of RM2001 – RM3000, followed closely by the RM1001-RM1500 group (20%). 74.2% of the families income were earning below RM3001-RM4000 but 25% were above this bracket. This means that the majority of the households were found to be from the poorer income group. This finding is also consistent with the research done by Nor Zalina (2005) who found that the majority of the families in this urban heritage site in Penang belonged to the low-income group.

This research study found there was a high percentage (56.3%) of the local respondents who were non-governmental employees or freelancer and 31.5% business employees. However, when a cross-tabulation analysis was done with the types of goods, the study found that most of them were doing business. Types of business categories were mostly related to the traditional long-established craftsman trades such as *songkok* makers, traditional goldsmiths, wooden clog makers, traditional wooden door carvers, ancestral altars makers, shop signs carvers and others.

As shown in Table 6.3 for the tourist respondents, the study found that there were slightly more females who participated in this study than the males. Results in Table 6.3 indicate that there were 75 females (51%), while there were 72 males (49%) in the study. This research study found that the mean age of 20.4% of the tourist respondents as a whole ranged from 41 to 50 years old. But the majority of them (35.4%) were between 31-40 years old followed closely by the above 61 years old (20.4%). The tourist respondents as a whole had received degree level education (66%) with moderate to high monthly income.

The majority of the respondents (41.5%) were bachelors' degree holders, while 17.7% or 26 respondents were masters' degree holders. But 10 respondents (6.8%) held professional certificate. In general, results from the survey revealed that the mean income of the tourist respondents were USD3001 to USD4500 per month. However, 38 respondents (25.9%) were from the USD1501 to USD3000 per month bracket as well as another 25.9% were in the USD 4501 to USD6000 per month bracket. There were also 24.5% of them whose income was less than USD1500 per month. Most of the tourist respondents in this research were non-governmental employees (36.7%), students (21.1%) and businessmen (19%) respectively.

Table 6.3: Socio-demographic Characteristics of the Tourist Respondents (147)

Variables	Frequency (N)	Percentage (%)
Gender		
Male	72	49.0
Female	75	51.0
<i>Total</i>	<i>147</i>	<i>100.0</i>
Age		
≤ 21	0	0.0
21 - 30	10	6.8
31 - 40	52	35.4
41 - 50	30	20.4
51 - 60	25	17.0
≥ 61	30	20.4
<i>Total</i>	<i>147</i>	<i>100.0</i>
Education		
High school	25	17.0
College certificate	25	17.0
Degree	61	41.5
Master and above	26	17.7
Professional certificate	10	6.8
<i>Total</i>	<i>147</i>	<i>100.0</i>
Income		
Gross monthly income USD/month		
≤ \$1500	36	24.5
\$1501 - \$3000	38	25.9
\$3001 - \$4500	15	10.2
\$4501 - \$6000	20	13.6
≥ RM6001	38	25.9
<i>Total</i>	<i>147</i>	<i>100.0</i>
Occupation		
Civil servant	14	9.5
Non-government employee	54	36.7
Business	28	19.0
Students	31	21.1
Others	20	13.6
<i>Total</i>	<i>147</i>	<i>100.0</i>

6.2.2 Knowledge and Attitude

A number of variables relating to both the local and tourist respondents' awareness and attitude were evaluated. The opening variable was the respondents' attitude towards the UNESCO WHS status. The next variable was the respondents' attitude towards cultural tourism. Then the subsequent variable was the respondents' opinion regarding the importance of preserving the non-use value of the cultural heritage in GTWHS, Penang. And the last variable was the respondents' views of the cultural heritage conservation management in George Town.

All these variables were assessed using a five-point Likert's Scale. For frequency analysis, the scale was re-coded into two sets of attitude which were 'agree' and 'disagree'. Meanwhile, for the descriptive analysis, the scale was adjusted on the same wavelength in order to set the levels of the attitude as follows:

Table 6.4: Levels of Attitude

Rate	Level
1.00-2.99	Low
3.00-3.99	Moderate
4.00-5.00	High

6.2.2.1 Attitude Towards the UNESCO WHS Status

The level of attitude towards the UNESCO WHS status of both (the local residents and the tourists) respondents was found to be at a moderate level. However, there was a significant difference ($p\text{-value} < 0.05$) between the mean of the local and the tourist respondents towards the UNESCO WHS status. The mean value of attitude towards the

UNESCO WHS status was 3.76 for the local respondents whereas 3.93 for the tourists. However, the overall attitude of the tourists was found to be much higher than the local residents towards the UNESCO WHS.

Tables 6.5 and 6.6 show the descriptive statistics of the local and tourist respondents on the attitude towards the UNESCO WHS status. The highest attitude of the local respondents towards the UNESCO WHS was indicated by the mean value of 4.30 i.e. to mean that the status has played an important role in attracting more visitors to George Town. The status was found to be important because the WHS attracted many visitors to George Town who also recognized this cultural heritage as having international importance. With a mean value of 4.12, the status was the highest level of attitude because the WHS has played an important role in protecting the identity of the local cultural heritage for future generations.

Other than that, 94.9% of the local respondents were found to have agreed that the designation of George Town as a WHS has increased the value of the buildings in the George Town Conservation Zone. Literature analyses have revealed that the value of many buildings within this conservation zone has increased significantly, immediately after the town was gazetted as a UNESCO WHS (Lee et al., 2008).

The locals believed that the UNESCO WHS status has not limited the local physical development and the economic development in George Town. However, it was found that the local respondents had shown a moderate level of attitude towards the statement that the WHS status has given positive impacts for the business sector in George Town (mean 3.70) and has effected positive changes in the lifestyle of the local people (mean 3.68).

Table 6.5: Descriptive Statistics on the Attitude of the Local Respondents towards the UNESCO WHS status of George Town (Total Mean 3. 76)

Variables	Locals		
	Mean	SD	%
The UNESCO WHS status has shown that our cultural heritage has been recognized as having international importance.	4.22	0.73	98.0
The UNESCO WHS status has inspired positive changes in the local people's life.	3.68	1.00	88.1
The UNESCO WHS status has played an important role in protecting the identity of our cultural heritage for future generations.	4.12	0.87	96.3
The UNESCO WHS status has increased the community spirit and local pride towards your place and culture.	3.99	0.95	92.5
The UNESCO WHS status has played an important role in attracting more visitors to George Town.	4.30	0.79	98.3
The UNESCO WHS status has given positive impact to the business sector in George Town.	3.70	0.93	90.2
The UNESCO WHS status has increased the value of the buildings in the George Town Heritage Conservation Zone.	4.07	0.93	94.9
The UNESCO WHS status has limited the economic development of the local people in George Town.	3.10	1.12	60.3
The UNESCO WHS status has limited the physical development in George Town.	3.15	1.08	61.0
The UNESCO WHS status has triggered your interest in the volunteer programmes of heritage site conservation in George Town.	3.35	1.17	79.3
The UNESCO WHS status has appealed to the World Community to play a part in the George Town heritage site's conservation.	3.66	0.99	89.2
The UNESCO WHS status has increased your awareness and knowledge of the significance of George Town as a UNESCO WHS.	3.83	0.88	92.2
<i>Number of respondents (Valid N (listwise))</i>	295		

Legend: Low =1. 00-2.99; Moderate= 3.00-3.99 and High = 4.00-5.00

As shown in Table 6.5, the study also found that 92.5% of the local respondents agreed that the UNESCO WHS status has increased their community spirit and local pride towards their place and culture. It had triggered their interest in the volunteer programmes for the heritage conservation in George Town. 89.2% of the local respondents agreed that the UNESCO WHS status had brought about the opportunity for the world community to take part in the George Town heritage site conservation. With the standard deviation of 1.120, 1.080 and 1.168 respectively, an analysis of the data has shown that the attitude of the local respondents was found to be varied greatly in aspect to the UNESCO WHS status: that it has limited economic development, limited physical development and their limited interests in the volunteer programmes of the heritage conservation in George Town.

Derived from the study by Mui et al. (2008), this situation is common in George Town. The attitude of the local respondents was found to be greatly varied in these issues but for those who have gained economic profit from their business activities, they were found to strongly disagree with the statement that the UNESCO WHS status has had limited economic and physical development of this heritage site. To them, this WHS status could significantly contribute to the development of their business activities.

However as shown in Table 6.6, it was also found that most of the tourist respondents agreed that the UNESCO WHS status has played an important role in protecting the identity of the local cultural heritage for future generations. They also recognized that the local cultural heritage could have international importance. The study found the mean value of 4.16 and 4.12 respectively for these two variables. For the tourists, the WHS status was also important for continuing the tradition of the local cultural heritage for future generations.

The study found that the UNESCO WHS status was not the key reason why the tourists came to visit George Town. The survey showed that the tourist respondents indicated a moderate attitude by the mean value of 3.71 towards the statement that the WHS status could have triggered their interest to visit George Town. In fact the WHS status could only give a moderate impact to their knowledge and awareness as well as to contribute and participate in the heritage site conservation (mean 3.84). 98.6% of the tourists agreed that the WHS status has improved cultural exchanges between the local community and the visitors.

Table 6.6: Descriptive Statistics on the Attitude of the Tourists towards the UNESCO WHS status of George Town (Total Mean 3.93)

Variables	Tourists		
	Mean	SD	%
The UNESCO WHS status has shown that our cultural heritage has been recognized as having international importance.	4.12	0.58	99.3
The UNESCO WHS status is important to continue the traditions of this community.	4.14	0.68	99.3
The UNESCO WHS status has played an important role in protecting the identity of our cultural heritage for future generations.	4.16	0.72	99.3
The UNESCO WHS status has played an important role in attracting more visitors to George Town.	3.71	0.95	89.1
The UNESCO WHS status has improved cultural exchanges between the local community and tourists.	3.82	0.71	98.6
The UNESCO WHS status has triggered your interest in the volunteer programmes of heritage site conservation in George Town.	3.73	0.87	93.2
The UNESCO WHS status has increased your awareness and knowledge of the significance of George Town as a UNESCO WHS.	3.84	0.77	96.6
<i>Number of respondents (Valid N (listwise))</i>	147		

Legend: Low =1. 00-2.99; Moderate= 3.00-3.99 and High = 4.00-5.00

6.2.2.2 Attitude Towards the Cultural Tourism and its Benefits for the Heritage Site Conservation

Overall, the attitude of the tourists was found to be higher than the locals towards the cultural tourism and its benefits for the heritage site conservation. There was a significant difference ($p\text{-value} < 0.05$) between the local respondents and the tourists. The total mean value of the attitude towards the cultural tourism and its benefits for the heritage site conservation was 3.26 for the locals and 3.69 for the tourists. The level of attitude towards the cultural tourism and its benefits for the heritage site conservation of both the local and the tourist respondents were found to be at a moderate level.

A number of variables were found to have obtained high levels of the tourist respondent's attitude towards the cultural tourism and its benefit for conservation. For example, 98.6% of the tourists have stated that the values of the cultural heritage of George Town were found to be increasing because of this cultural tourism while 98.0% of the tourists

strongly agreed that meeting the locals was a valuable experience and 99.3% of them were happy and proud to see what the local community has had to offer. However, the local respondents (mean 3.92) and the tourists (mean 3.90) were found to have stated that the cultural tourism had encouraged the locals to foster a variety of cultural activities. In addition, 88.5% of the local respondents agreed that meeting the tourists was a valuable experience for them.

Table 6.7: Descriptive Statistics on the Attitude of the Local Respondents towards Cultural Tourism and Its Benefits for Heritage Site Conservation (Total Mean 3.26)

Variables	Locals		
	Mean	SD	%
The cultural tourism has led to more investments.	3.77	0.92	92.9
The cultural tourism has created more job opportunities.	3.38	1.09	79.0
The standard of living has improved considerably by this cultural tourism.	3.49	1.03	83.1
Meeting tourists is a valuable experience.	3.81	1.11	88.5
The cultural tourism has encouraged a variety of cultural activities by the local community.	3.92	0.81	95.3
The cultural tourism has an undesirable effect on your way of life.	2.12	1.12	86.1
The cultural tourism has disturbed our daily privacy in this WHS.	1.94	0.98	91.9
The cultural tourism development has improved the appearance of George Town.	3.59	1.02	86.4
The cultural tourism has provided an incentive for the local cultural heritage restoration programme.	3.43	0.93	87.5
The tourism development has resulted in crowded public places, traffic congestion, air and noise pollution.	2.97	1.42	59.0
The cultural tourism activities have caused many changes in building use.	3.47	1.08	45.1
<i>Number of respondents</i>	295		

Legend: Low =1.00-2.99; Moderate =3.00-3.99 and High= 4.00-5.00

The study found that the local respondents believed that the cultural tourism has led to more investments. Together with the locals (mean 3.59), the tourists (mean 3.82) agreed that the cultural tourism development has improved the appearance of George Town. For example, 98.0% of the tourists agreed that their arrival have granted economic benefits to the local communities by preserving the value of the cultural heritage in George Town. This was confirmed by 83.1% of the local respondents who agreed that their standard of living had improved considerably due to this cultural tourism.

The local and tourist respondents moderately agreed that the cultural tourism had provided an incentive for the local cultural heritage restoration programme and had created more job opportunities for the locals. However, 68.0% of the tourists declared that the cost of their visit to GTWHS was not expensive when compared to visiting other historical sites outside Malaysia. The UNESCO WHS status has encouraged them to spend more money in order to recognize the value of the cultural heritage in George Town.

Table 6.8: Descriptive Statistics on the Attitude of the Tourists towards Cultural Tourism and Its Benefits for Heritage Site Conservation (Total Mean 3.69)

Variables	Tourists		
	Mean	SD	%
The economic values of the cultural heritage in George Town are increased because of this cultural tourism.	4.01	0.61	98.6
The arrival of tourists has granted economic benefits to the local community in preserving the value of the cultural heritage in George Town.	3.97	0.81	98.0
The WHS status has encouraged me to spend more money to recognize the value of the cultural heritage in George Town.	3.29	0.94	83.0
The cultural tourism industry can play an important role in building a sustainable economy for George Town.	3.95	0.68	98.0
The cost of my trip to this WHS is expensive/high.	2.97	1.17	68.0
I am happy and proud to see what the local community has to offer.	4.15	0.78	99.3
Meeting the local community is a valuable experience for me.	4.12	0.71	98.0
The cultural tourism has encouraged a variety of cultural activities by the local community.	3.90	0.67	99.3
The cultural tourism has helped to preserve the cultural identity of the local community.	3.93	0.72	98.0
The cultural tourism has disturbed our daily privacy in this WHS.	2.95	1.10	62.6
The cultural tourism development has improved the appearance of George Town.	3.82	0.75	97.3
The cultural tourism has provided an incentive for the local cultural heritage restoration programme.	3.66	0.75	96.6
The tourism development has resulted in crowded public places, traffic congestion, air and noise pollution.	3.17	1.12	59.9
Do you feel that you have experienced the authenticity of the cultural heritage here in this WHS?	3.78	0.74	95.9
<i>Number of respondents</i>	147		

Legend: Low =1.00-2.99; Moderate =3.00-3.99 and High= 4.00-5.00

Even though cultural tourism was found to bring lots of benefits to the locals, they have also stated that this cultural tourism activity has affected many changes in building use.

The study found that 59.9% of the tourists agreed that they have caused Penang to experience crowded public spaces, traffic congestion, air and noise pollution because of the WHS. The local and tourist respondents were found to have a low level of altitude when they stated that tourism had affected the privacy of daily living of the local community and has had an undesirable effect on the local way of life.

6.2.2.3 Views on the Importance of Preserving the Non-use Value of the Cultural Heritage

Views of the local and the tourist respondents on the importance of preserving the non-use value were found to be not significantly different. The total mean values of the importance of preserving the non-use value for the locals were 4.17 and the tourists were 4.14. But respondents indicated that the importance of preserving the non-use value was highly pertinent. All items in this variable were found to be high. Table 6.9 shows the descriptive statistics of the respondents on the views towards the importance of preserving the non-use value of the cultural heritage.

Table 6.9: Descriptive Statistics on the Views of Respondents towards the Importance of Preserving the Non-Use Value of the Cultural Heritage (Local Total Mean 4.17; Tourist Total Mean 4.14)

Variables	Locals			Tourists		
	Mean	SD	%	Mean	SD	%
It is important to do conservation of the GTWHS so that me or my family can continuously benefit in the future.	4.04	0.80	96.3	4.16	0.73	97.3
It is important to do conservation of the GTWHS so that outsider can assess and appreciate the values and significance of our cultural heritage in the future.	4.21	0.75	97.6	4.12	0.74	99.3
It is important to do conservation of the GTWHS so as to conserve the uniqueness of our cultural heritage.	4.16	0.66	100	4.18	0.66	98.6
It is important to do conservation of the GTWHS as it would strengthen the identity of this historic town.	4.20	0.71	98.0	4.10	0.67	98.0
It is important to do conservation of the GTWHS as it would contribute to the cultural and historic significance of the place.	4.18	0.74	99.0	4.05	0.81	98.6
It is important to do conservation of the GTWHS as it would give us the opportunity to conserve our legacy for the future generations.	4.21	0.70	99.0	4.23	0.74	98.0
<i>Number of respondents</i>	295			147		

Legend: Low = 1.00-2.99; Moderate = 3.00-3.99 and High= 4.00-5.00

For the locals, the important benefits when preserving the non-use value could influence other people to assess and appreciate the values and significance of their cultural heritage in the future. For the tourists, the most important benefits when preserving the non-use value of the WHS could contribute to the cultural, historic and significance of the WHS.

6.2.2.4 Views on the GTWHS Conservation Management

The study found that the overall mean on the views of the local respondents towards the GTWHS Conservation management were at a moderate level with a mean value of 3.70. Amongst the statements obtained, the study found the highest ranking in the conservation management in George Town was that one should wisely use the cultural heritage asset now so that their grandchildren could benefit from it; that the local people should be informed and consulted on matters relating to the development and future of George Town; and the use and management of the heritage tourism activities.

The study found that 98.3% of the locals agreed that they should wisely use the cultural heritage asset now, so that their grandchildren could benefit from it. Majority of the locals (95.6%) agreed that the heritage assets would be sustained if the current management practices continued. However, the study found a high level of attitude with a mean value of 4.16 for the variable 'we have more important things to think about than the loss of the heritage'. Most of the respondents (82.4%) agreed that there was already a formal channel of communication to discuss the local cultural heritage management activities.

The study also found that the local respondents were fairly responsive to the question when asked about the project introduced by the managing bodies in generating income for the cultural heritage conservation. Moreover, 75.7% of the local respondents strongly

agreed that the project introduced by the managing bodies has had generated income for the cultural heritage conservation and has given benefits to them individually in preserving their cultural heritage.

Table 6.10: Descriptive Statistics on the Views of Local Respondents on GTWHS Conservation Management (Total Mean =3.70)

Variables	Locals		
	Mean	SD	%
We should wisely make use of the cultural heritage asset now, so that our grandchildren may benefit from it.	4.22	0.72	98.3
Do you believe that the heritage assets could be sustained with the current management practices?	4.18	0.78	95.6
We have more important things to think about than the loss of the cultural heritage site.	4.16	0.78	48.8
There is a formal channel of communication for discussing the local cultural heritage management activities.	3.95	0.85	82.4
There is a programme introduced by the managing bodies in generating income for the cultural heritage conservation.	3.65	0.98	75.6
Do these programmes benefit you in preserving your cultural heritage?	3.65	0.93	81.7
Do you agree that the local people should be informed and consulted on matters relating to the development and future of George Town?	3.40	1.13	97.3
Do you agree that the local people should be consulted on matters relating to the use and management of the cultural tourism activities?	3.36	1.14	97.6
Do you agree that the present political system is conducive to stakeholders' collaboration in the cultural heritage conservation?	3.34	1.18	90.2
Do you agree that limited funding has bothered stakeholders' collaboration in the cultural heritage conservation?	3.13	1.17	89.2
<i>Number of respondents</i>	295		

Legend: Low (1.00-2.99); Moderate (3.00-3.99) and High (4.00-5.00)

The study found that a majority of the locals (97.6%) agreed that the local residents should be informed and consulted on matters relating to the development and future of George Town. Similar responses from the local respondents were received with regards to the matter relating to the use and management of the cultural tourism activities. However, 90.2% of the locals considered the current political system was conducive for stakeholders' collaboration in the cultural heritage conservation. Only 9.8% of the local respondents did not agree with the statement. Moreover, 89.2% of the local respondents agreed that limited funding could hamper stakeholders' collaboration in the cultural heritage conservation.

6.2.3 Uses of the Goods

This section of the questionnaire has elicited information on the current use of the cultural heritage in the GTWHS. This information has provided a better understanding of the respondent's profile, and can also be used to explain the responses of the WTP value.

Table 6.11 shows the uses of the goods by the local respondents in the GTWHS.

Table 6.11: Uses of the Goods in GTWHS (Local Respondents)

Variables	Local Respondents	
	(N)	(%)
Tenancy status		
Owner	148	50.2
Tenant	147	49.8
<i>Total</i>	295	100.0
Types of goods		
Shop	156	52.9
House/Townhouse	85	28.8
Shop house	54	18.3
<i>Total</i>	295	100.0
Satisfaction		
Strongly not satisfied	3	1.0
Not satisfied	11	3.7
Partially satisfied	56	19
Satisfied	160	54.2
Strongly satisfied	65	22.0
<i>Total</i>	295	100.0
Best aspect for local		
Inheritance building	35	11.9
Culture	64	21.7
Economy	46	15.6
Environment	129	43.7
Others	21	7.1
<i>Total</i>	295	100.0
Future living		
No	13	4.4
Yes	282	95.6
<i>Total</i>	295	100.0

Overall, the study found that 50.2% of the local respondents were the owners of the premises while 49.8% of the local respondents were tenants. Most of the premises in George Town were used as shops (52.9%) and among the businesses carried out were traditional trading activities such as textile, food, traditional carving including *songkok*

making, traditional goldsmith, wooden clog making, carving traditional wooden door, ancestral altars and shop signs. However, 54.2% of the local respondents stated that they were satisfied with their livelihood in George Town. The study found that the best aspect of living in George Town was because of its environment (43.7%) while 95.6% of the local respondents stated that they were likely to live in George Town in the next 5 years.

Table 6.12: Uses of the Goods in GTWHS (Tourists)

Variables	Tourists	
	(N)	(%)
Purpose of Visit		
Visit friend and relatives	12	8.2
Holiday	77	52.3
Business	12	8.2
Cultural heritage	25	17.0
Shopping	2	1.4
Medical	13	8.8
Others	6	4.1
<i>Total</i>	<i>147</i>	<i>100.0</i>
Visit Before		
No	81	55.1
Yes	66	44.9
<i>Total</i>	<i>147</i>	<i>100.0</i>
Satisfaction		
Strongly not satisfied	3	2.0
Not satisfied	2	1.4
Partially satisfied	19	12.9
Satisfied	87	59.2
Strongly satisfied	36	24.5
<i>Total</i>	<i>147</i>	<i>100.0</i>
Successful heritage		
Strongly not agree	2	1.4
Not agree	4	2.7
Partially agree	27	18.4
Agree	81	55.1
Strongly agree	33	22.4
<i>Total</i>	<i>147</i>	<i>100.0</i>
Future trip		
No	41	27.9
Yes	106	72.1
<i>Total</i>	<i>147</i>	<i>100.0</i>
Best aspect for tourist	Mean	Rank
Architecture	2.04	1
Historical and background		
Recreational and shopping	2.01	2
Multicultural living environment	1.98	3
Infrastructure, local food and accommodation		
Others		

As for the tourists, the main purpose of visiting George Town was for a holiday (52.3%). Based on Table 6.12 below, the study found that the tourists who participated in this research never visited George Town before. Most of the tourists (59.1%) were satisfied with visiting George Town. Most of the tourists (55.1%) agreed with the statement of building a successful heritage attraction in George Town. About 72.1% of the sample size or 106 tourists have stated that they would visit George Town again in the next 5 years. They were requested to rank the three best aspects of their visit to the GTWHS. The best aspect of their visit was to see the unique architecture of the heritage buildings in George Town, followed by recreational and shopping as the second best and finally the multi-cultural living environment as the third best aspect.

6.2.4 The Contingent Valuation Results

6.2.4.1 Establishment of the George Town Heritage Conservation Fund (GTHCF)

In general, the study found that 82.4% of the local respondents reported a positive attitude for establishing the fund to manage and protect the George Town cultural heritage (see Table 6.13). Thus, 243 respondents out of 295 agreed with the setting up of the GTHCF for the management and protection of the George Town cultural heritage. The majority of them (58%) who responded with a positive attitude considered the government as well as the private sector to manage the fund.

As presented in Table 6.14, the most preferred method of collection for the locals was through exemptions from income tax (20.7%). But for the tourists, the most preferred method of contributing the money to the GTHCF was through the conservation zone entry ticket (30.6%) or the heritage building admission fee (29.3%).

Table 6.13: Establishment of GTHCF

Variables	Local Respondents	
	(N)	(%)
Setting up the fund		
No	52	17.6
Yes	243	82.4
<i>Total</i>	<i>295</i>	<i>100.0</i>
Manage Fund		
NGO/ local community	52	17.6
Private organization	20	6.8
Government and private organization	171	58.0
<i>Total say 'Yes' to the setting up the fund</i>	<i>243</i>	<i>82.4</i>

Table 6.14: Payment Vehicle for the Local and Tourist Respondents

Variables	Local Respondents	
	(N)	(%)
Types of Payment Vehicle		
Tax	105	35.6
Annual donation	86	29.2
Monthly donation	29	9.8
Others	8	2.7
<i>Total</i>	<i>228</i>	<i>77.3</i>
Types of tax		
Income tax	61	20.7
Quit rent	14	4.7
Assessment fee	30	10.2
	<i>105</i>	<i>35.6</i>
Variables	Tourists	
	(N)	(%)
Airport tax	37	25.2
Hotel service tax	15	10.2
Heritage building admission fee	43	29.3
Conservation zone entry ticket	45	30.6
Others	7	4.7
<i>Total</i>	<i>147</i>	<i>100.0</i>

6.2.4.2 Willingness-to-pay Value for the GTWHS Conservation

All respondents were asked their WTP value for the GTHCF and for the implementation of the new management plan which would ensure that the cultural heritage of George Town was protected. The study applied a referendum followed by a double-bounded dichotomous choice (DBDC) approach in this section. The dichotomous choice (DC) format was adopted to extract bids (prices) for the WTP value of the resources. The DBDC approach supplemented the initial DC question with a follow-up question.

Overall, the study found that 76.9% or 340 of the respondents (local and tourist) reported a positive WTP value for the management and protection of the GTWHS. However, only 71.9% of the local respondents have stated their WTP value for the management and protection of GTWHS. Therefore, it was found that 28.1% of the local respondents did not prefer to pay for the management and protection of GTWHS. Meanwhile for the tourists, 87% of the respondents were willing to pay for the management and protection of the GTWHS. Thus there were only 13% of the tourists who did not prefer to pay for the management and protection of the GTWHS. The survey found that the majority of local respondents (18.6%) and the tourists (24.5%) for the WTP value responded to the first WTP question was RM10.00 per visit (see Table 6.15).

Table 6.15: The 1st WTP Value

1 st WTP value	Locals		Tourists	
	(N)	(%)	(N)	(%)
RM 0.00	83	28.1	19	12.9
RM 1.00	2	0.7	1	0.7
RM 2.00	2	0.7	4	2.7
RM 3.00	-NA-	-NA-	1	0.7
RM 5.00	15	5.1	14	9.5
RM 10.00	55	18.6	36	24.5
RM 12.00	1	0.3	-NA-	-NA-
RM 15.00	6	2.0	9	6.1
RM 20.00	39	13.2	26	17.7
RM 22.00	-NA-	-NA-	1	0.7
RM 25.00	-NA-	-NA-	2	1.4
RM 30.00	4	1.4	8	5.4
RM 50.00	41	13.9	14	9.5
RM 60.00	1	0.3	-NA-	-NA-
RM 70.00	-NA-	-NA-	1	0.7
RM 100.00	36	12.2	5	3.4
RM 150.00	1	0.3	-NA-	-NA-
RM 200.00	6	2.0	1	0.7
RM 300.00	-NA-	-NA-	2	1.4
RM 500.00	3	1.0	3	2.0
<i>Total</i>	<i>295</i>	<i>100.0</i>	<i>147</i>	<i>100.0</i>

-NA- = Not applicable

There was not much difference in percentage between choosing values for both respondents; the mean value was the vital result to be employed. With a minimum of zero and maximum of RM500.00, the mean WTP value for the locals was RM34.55 per year and RM33.87 per visit for the tourists respectively (see Table 6.16 below).

Table 6.16: Descriptive Statistics for the 1st WTP Value

	N	Minimum	Maximum	Mean	Std. Deviation
1 st WTP value (LOCAL) <i>Valid N (listwise)</i>	295	0	500	34.55	62.62
1 st WTP value (TOURIST) <i>Valid N (listwise)</i>	147	0	500	33.87	79.23

Table 6.17 shows the results of the bid questions for a preferred price to pay. Based on these bid questions, at first the local respondents stated zero WTP but later on changed their preference when they were offered options for several bid prices. A majority of local respondents (65.4%) chose the first bid price which was RM20.00 per year to pay for the GTWHS conservation. From 212 respondents for the WTP, 65.4% or 193 of the local respondents were willing to pay RM20.00 per year. Meanwhile, 34.6% or 19 preferred the second bid price which was RM15.00 per year.

Table 6.17: The Preferred Price to Pay among the Local Respondents

Bids (RM/year)		Locals	
		(N)	(%)
1 st Bid	RM 20.00/year	193	65.4
2 nd Bid	RM 15.00/year	62	21.0
3 rd Bid	RM 50.00/year	125	42.4

However, there were 43 from the 83 respondents who previously stated zero WTP but changed their mind to choose RM15.00 per year when given more option. However, the local respondents' WTP for the second bid price of RM15.00 per year was 21.0% or 62

respondents. For the third bid price, merely 125 or 42.4% of the local respondents were found to be willing to pay RM50.00 per year for the management and protection of the GTWHS.

As shown in Table 6.18, the study found that the majority of the tourists (72.1%) had chosen the second bid price which was to pay RM10.00 per visit for the GTWHS conservation. From 128 tourist respondents for the WTP question, 58.5% or 86 of the tourists were willing to pay RM15.00 per visit. Meanwhile, 72.1% or 106 tourists preferred the second bid price which was RM10.00 per visit. For the third bid price, a mere 20 or 13.6% of the tourist respondents were willing to pay RM20.00 per visit for the management and protection of the GTWHS.

Table 6.18: The Preferred Price to Pay among the Tourist Respondents

Bids (RM/visit)		Tourists	
		(N)	(%)
1 st Bid	RM 15.00/visit	86	58.5
2nd Bid	RM 10.00/visit	106	72.1
3 rd Bid	RM 20.00/visit	20	13.6

The last question requested the respondents to provide their views on the highest amount of the WTP value for the management and protection of the GTWHS. In Table 6.19, the study found that the highest amount of the WTP value of the local residents (18.6%) was RM50.00 per year and the tourists (24.5%) was RM20.00 per visit for the GTWHS conservation. From Table 6.20, the mean highest WTP value among the local respondents for the management and protection of the GTWHS was found to be RM57.46 per year. However, the highest mean WTP value among the tourists was found to be RM42.54 per visit.

Table 6.19: The Highest WTP Value

Highest WTP	Local communities/per year		Tourists/per visit	
	(N)	(%)	(N)	(%)
RM 0.00	79	26.8	19	12.9
RM 1.00	-NA-	-NA-	1	0.7
RM 2.00	1	0.3	10	6.8
RM 3.00	-NA-	-NA-	13	8.8
RM 5.00	5	1.7	-NA-	-NA-
RM 10.00	12	4.1	-NA-	-NA-
RM 12.00	2	0.7	-NA-	-NA-
RM 15.00	7	2.4	15	10.2
RM 20.00	53	18	36	24.5
RM 22.00	-NA-	-NA-	1	0.7
RM 25.00	1	0.3	4	2.7
RM 30.00	9	3.1	15	10.2
RM 50.00	55	18.6	23	15.7
RM 60.00	2	0.7	-NA-	-NA-
RM 100.00	50	16.9	3	2.0
RM 150.00	1	0.3	1	0.7
RM 200.00	11	3.7	1	0.7
RM 300.00	-NA-	-NA-	1	0.7
RM 500.00	3	1	3	2.0
RM 600.00	2	0.7	-NA-	-NA-
RM1000.00	-NA-	-NA-	1	0.7
RM1200.00	2	0.7	-NA-	-NA-
<i>Total</i>	<i>295</i>	<i>100.0</i>	<i>147</i>	<i>100.0</i>

-NA- = Not applicable

Overall, the study found that 216 or 73.2% of the local respondents and 128 or 87% of the tourists stated that they would be willing to pay for the George Town conservation plan. However, there was also a 1.3 % increase in the number of the local respondents who would be willing to pay for the George Town cultural heritage conservation after they were given more options.

Table 6.20: Descriptive Statistics for the Highest WTP Value

	N	Minimum	Maximum	Mean	Std. Deviation
Highest WTP (LOCAL)	295	0	1200	57.46 /per year	123.94
<i>Valid N (listwise)</i>	295				
Highest WTP (TOURIST)	147	0	1000	42.54 /per visit	109.43
<i>Valid N (listwise)</i>	147				

To find out the reason for this positive WTP value, the respondents who gave ‘yes’ responses in the CV question were also asked to state their reasons. The results in Table 6.21 and 6.22 have confirmed the a priori expectation i.e. the importance of the direct use values would be small. For the local respondents the major reason selected (first rank) was ‘for my future generations’ and for the tourists ‘for society as a whole’. For the local communities, the next ranked reason for the WTP value was ‘for my own benefits’ but as for the tourists ‘for society as a whole’ was their reason. However, for the tourists to Georgetown (foreign and domestic), ‘for remembering historic events of the nation’, ‘as a contribution to manage a sustainable historic cultural tourism area’ and ‘as one of the proposed plans for sustainable historic landscape’ in that order were the next most often cited reasons.

All the respondents who were not willing to pay (no-response) were also asked for the reasons why they came to this decision (Table 6.23 and 6.24). For both respondents the locals and the tourists, the highest cited reason for not being willing to pay was ‘I think it is the government’s responsibility’. However, the second highest reason for the locals was ‘I have no spare income, otherwise I would contribute’ and the third and fourth reasons for them were ‘I do not believe paying will solve the problem’ and ‘I feel the restoration of this historic place is unimportant’. For the tourists, the second highest cited reason was ‘I believe that we cannot place a monetary value on cultural heritage’, followed by ‘I have no spare income, otherwise I would contribute’ and lastly ‘I do not believe paying will solve the problem’.

Table 6.21: The Reasons for Local Respondents' WTP

Descriptions	Local	
	Mean	Rank
For my own benefit	2.13	2
For society as a whole	2.11	3
For my future generations	2.16	1
For the pride of our nation	1.78	5
As one of the proposed plans for a sustainable historic landscape	1.78	4

Table 6.22: The Reasons for Tourist Respondents' WTP

Descriptions	Tourists	
	Mean	Rank
For my own benefit		
For society as a whole	2.36	1
For my future generations		
For remembering historic events of the nation	2.09	2
As one of the proposed plans for a sustainable historic landscape	1.87	4
As a contribution to manage a sustainable historic cultural tourism area	1.94	3

Table 6.23: The Reasons for Local Respondents' Zero WTP

Reasons for respondents' zero WTP	Local	
	Mean	Rank
I have no spare income, otherwise I would contribute	2.47	2
I feel the restoration of this historic heritage place is unimportant	1.75	4
I do not believe paying will solve the problem	1.91	3
I think it is the government's responsibility	2.60	1
I would rather tolerate the current situation than pay	1.51	6
I feel that the users should pay	1.45	7
I believe that this improvement will take place even without my contribution	1.27	8
I believe that we cannot place a monetary value on a cultural heritage	1.52	5
<i>Total respondents ZeroWTP</i>	79	

Table 6.24: The Reasons for Tourist Respondents' Zero WTP

Reasons for respondents' zero WTP	Tourists	
	Mean	Rank
I have no spare income, otherwise I would contribute	2.20	3
I feel the restoration of this historic heritage place is unimportant		
I do not believe paying will solve the problem	2.10	4
I think it is the government's responsibility	2.21	1
I would rather tolerate the current situation than pay		
I feel that the users should pay		
I believe that this improvement will take place even without my contribution		
I believe that we cannot place a monetary value on a cultural heritage	2.20	2
<i>Total respondents Zero WTP</i>	19	

6.3 INFERENCE ANALYSIS

This study has examined the possibilities of several attitudes of the stakeholders in explaining the WTP value for the GTWHS conservation. Pearson's Correlation and Multiple Linear Regressions were used in predicting the dependent variable using a set of several independent variables. The purpose of the correlation test was to prove whether the correlation between the dimensions of the independent variables towards the WTP value for the GTWHS conservation was positive or otherwise. The multiple linear regression tests were used to examine whether the set of independent variables has had any influence on the WTP value for the GTWHS conservation.

6.3.1 Is there any Statistically Significant Relationship between the Stakeholders' Attitude towards the UNESCO WHS Status and the WTP Value for the GTWHS Conservation?

Table 6.25 shows the results of the correlation analysis between the stakeholders' attitude towards the UNESCO WHS status and the WTP value for the GTWHS conservation. From the analysis, the study found that there was a positive relationship between the stakeholders' attitude towards the UNESCO WHS status and the WTP value for the GTWHS conservation with a value of $r = 0.175$, $p < .05$ for the locals and $r = 0.929$, $p < .05$ for the tourists. In other words, the stakeholders' attitude towards the UNESCO WHS status related well with the WTP value for the GTWHS conservation in such a way that the needs of the stakeholders' attitude towards the UNESCO WHS status was found to be proportional to the needs of the WTP value for the GTWHS conservation and vice versa.

Therefore, the non-directional hypothesis of: 'Is there any statistically significant relationship between the stakeholders' attitude towards the UNESCO WHS status and the WTP value for the GTWHS conservation' was answered and accepted. This was

because the value of $p = 0.003$ and 0.000 was found to be smaller than $\alpha = .01$ for both the local and tourist respondents.

Table 6.25: Correlation Test to Prove a Relationship between the Stakeholders' Attitude towards the UNESCO WHS Status and the WTP Value for the GTWHS Conservation

Variable		WTP value		Highest WTP	
		Local	Tourist	Local	Tourist
Attitude towards the UNESCO WHS status	Pearson's Correlation	.175**	.145	.066	.929**
	Sig. (2-tailed)	.003	.080	.255	.000
	N	295	147	295	147

*** Correlation is significant at the 0.01 level (2-tailed)*

6.3.2 Is there any Statistically Significant Relationship between the Stakeholders' Perceptions about the Cultural Tourism and its Benefits for Conservation and The WTP Value for the GTWHS Conservation?

Table 6.26 shows the results of the correlation analysis between the stakeholders' perceptions about the cultural tourism and its benefits for conservation and the WTP value for the GTWHS conservation. From the analysis, the study found that there was no relationship between the stakeholders' perceptions about the cultural tourism and its benefits for conservation and the WTP value for the GTWHS conservation. In other words, the stakeholders' perceptions about the cultural tourism and its benefits for conservation were found not to be related with the WTP value for the GTWHS conservation.

Therefore, the non-directional hypothesis of: 'Is there any statistical significant relationship between the stakeholders' perceptions about the cultural tourism and its benefits for conservation and the WTP value for the GTWHS conservation was answered and rejected. This was because the value of p was found to be bigger than $\alpha = .01$ and $.05$.

Table 6.26: Correlation Test to Prove a Relationship between the Stakeholders' Perceptions about the Cultural Tourism and Its Benefits for Conservation and the WTP Value for the GTWHS Conservation

Variable		WTP value		Highest WTP value	
		Local	Tourist	Local	Tourist
Attitude towards the Cultural Tourism and its benefits for Conservation	Pearson's Correlation	.088	.095	.015	.057
	Sig. (2-tailed)	.130	.269	.801	.494
	N	295	147	295	147

6.3.3 Is there any Statistically Significant Relationship between the Stakeholders' Views on the Importance of Preserving the Non-use Value and the WTP Value for The GTWHS Conservation?

Table 6.27 shows the results of the correlation analysis between the stakeholders' views on the importance of preserving the non-use value of this World Heritage and the WTP value for the GTWHS conservation. From the analysis, the study found that there was a relationship between the local stakeholders' views on the importance of preserving the non-use value and the WTP value for the GTWHS conservation. However, there was no relationship between the tourists' views on the importance of preserving the non-use value and the WTP value for the GTWHS conservation. In other words, the local stakeholders' views on the importance of preserving the non-use value were found to be related with the WTP value for the GTWHS conservation.

Table 6.27: Correlation Test to Prove a Relationship between Stakeholders' Views on the Importance of Preserving the Non-use Value and the WTP Value for the GTWHS Conservation

Variable		WTP value		Highest WTP value	
		Local	Tourist	Local	Tourist
The importance of preserving the non-use value	Pearson's Correlation	.130*	.076	.072	.070
	Sig. (2-tailed)	.026	.359	.216	.398
	N	295	147	295	147

**Correlation is significant at the 0.05 level (2-tailed)*

Therefore, the non-directional hypothesis of: 'Is there any statistical significant relationship between the stakeholders' views on the importance of preserving the non-use

value and the WTP value for the GTWHS conservation' was answered and accepted for the locals but rejected for the tourists. This was because the value of p for the locals was smaller than $\alpha = .05$.

6.3.4 Is there any Statistically Significant Relationship between the Stakeholders' Views on the Conservation Management and the WTP Value for the GTWHS Conservation?

Table 6.28 shows the results of the correlation analysis between the stakeholders' views on the conservation management and the WTP value for the GTWHS conservation. From the analysis, the study found that there was a relationship between the local stakeholders' views on the conservation management and the WTP value for the GTWHS conservation. In other words, the local stakeholders' views of the conservation management were found to be related with the WTP value for the GTWHS conservation.

Table 6.28: Correlation Test to prove a Relationship between Local Stakeholders' views on the Conservation Management and the WTP Value for the GTWHS Conservation

Variables		WTP value	Highest WTP value
The conservation management	Pearson's Correlation	.136*	.127*
	Sig. (2-tailed)	.019	.030
	N	295	295

**Correlation is significant at the 0.05 level (2-tailed)*

Therefore, the non-directional hypothesis of: 'Is there any statistical significant relationship between the stakeholders' views on the conservation management and the WTP value for the GTWHS conservation' was answered and accepted. This was because the value of $p=.019$ and $.030$ was found to be smaller than $\alpha = .05$.

6.3.5 Is there any Statistically Significant Relationship between Score A1, Score A2, Score A3, and Score A4 towards the Highest WTP Value?

Table 6.29 shows the results of the multiple linear regression analysis for any significant relationship of the local respondents between the attitudes towards the UNESCO WHS status, the attitude towards the cultural tourism, the views on the importance of preserving the non-use value and the conservation management towards the highest WTP value for the GTWHS conservation.

Table 6.29: Relationship between Score A1, Score A2, Score A3 and Score A4 towards the WTP Value and the Highest WTP Value for the GTWHS Conservation (Local respondents)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-74.62	60.92		-1.225	.222
(Score A4) Conservation management	36.45	16.70	.127	2.183	.030

a. Dependent Variable: Highest WTP

Excluded Variables ^a					
Model	Beta In	t	Sig.	Partial Correlation	Co linearity Statistics Tolerance
(Score A1) Attitude towards UNESCO WHS status	.013 ^b	.202	.840	.012	.805
(Score A2) Attitude towards Cultural Tourism and its benefits for conservation	-.017 ^b	-.291	.771	-.017	.940
(Score A3) The importance of preserving the non-use value	.038 ^b	.630	.529	.037	.913

a. Dependent Variable: Highest WTP

From the analysis, the study found that the variable of the conservation management has had the most impact on the highest WTP value for the GTWHS conservation compared to the others with a significant value of $P = 0.03$, which was found to be smaller than $\alpha = 0.05$. A similar method was used to analyze the relationship between the variables for the tourist respondents. However, the results have shown that Score A1, Score A2 and Score

A3 have not affected the WTP among the tourists. In other words, the tourists' attitude was found not to have influenced the WTP value for the GTWHS conservation.

6.3.6 Is there any Statistically Significant Influence of the Socio-economic Background of the Stakeholders towards the WTP Value?

This study has examined the possibility of the socio-economic background of the stakeholders' influence on the WTP value for the GTWHS conservation. In order to get the significance value, two tests of significance were used to obtain the results. The first test was the analysis of variance (ANOVA) for the regression. The significance of this analysis would depend on the value of F with the ratio between explained and unexplained variability of the dependent variable by all the independent variables.

The second significance test would involve whether each of the parameter estimates for each explanatory variable derived in the regression could be statistically significant. For this purpose, the regression analysis used the t-test as a measure of significance in which the higher values of t, regardless of whether they show negative or positive signs, could indicate significant results.

Table 6.30 shows the results of the influences of the socio-economic background of the local community and the tourists towards the WTP values. The study found that the WTP value for the GTWHS conservation to be positively correlated with the gender and income of the local respondents but had an inverse relationship with other variables. However, for the tourists, their age was found to have influenced their attitude towards the WTP value for the GTWHS conservation but not with the other variables.

Table 6.30: Influences of the Socio-economic Background of the Local Community and the Tourists towards the WTP Value

Variable	Local WTP		Tourists WTP	
	t-stat.	p-value	t-stat.	p-value
Gender	2.764	0.006	-0.81	0.935
Variable	WTP			
	F-stat.	p-value	F-stat.	p-value
Age	1.244	0.293	3.809	0.006
Race	0.868	0.454	-NA-	
Religion	1.987	0.098	-NA-	
Education	1.445	0.209	0.421	0.793
Household member	0.407	0.666	-NA-	
Income	3.007	0.002	1.603	0.178
Occupation	0.608	0.606	2.273	0.065

Legend: NA- Not applicable

Table 6.31 shows the results of the local respondents. From the analysis, the study found that the socio-economic background did not significantly influence their attitude towards the cultural tourism and its benefits for conservation as well as the conservation management. However, the gender and income of the local people were found to have influenced the attitude towards the UNESCO WHS status. Meanwhile religion and education of the local stakeholders were found to have influenced their view on the importance of preserving the non-use value but not with the other variables.

Table 6.31: Influences of the Socio-economic Background towards Attitude of the Local Community

Variable	Attitude towards UNESCO WHS status (A1)		Attitude towards Cultural Tourism and its benefits for conservation (A2)		Importance of preserving the non-use value (A3)		Conservation Management (A4)	
	t-stat.	p-value	t-stat.	p-value	t-stat.	p-value	t-stat.	p-value
Gender	-1.956	0.050	0.437	0.663	1.661	0.098	-1.309	0.191
Variable	A1		A2		A3		A4	
	F-stat.	p-value	F-stat.	p-value	F-stat.	p-value	F-stat.	p-value
Age	1.791	0.131	1.663	0.159	2.147	0.075	1.283	0.277
Race	0.430	0.732	0.787	0.502	1.069	0.362	1.228	0.300
Religion	0.787	0.534	2.159	0.074	2.415	0.049	0.800	0.526
Education	0.462	0.805	1.116	0.352	2.695	0.021	0.500	0.776
Household member	0.482	0.618	1.007	0.367	0.119	0.888	0.647	0.524
Income	2.644	0.006	1.192	0.299	1.597	0.116	0.495	0.877
Occupation	0.423	0.792	1.274	0.280	0.952	0.434	1.709	0.148

Table 6.32 shows the results of the correlation analysis for the tourist respondents. From the analysis, the study found that their age had influenced their attitude towards the UNESCO WHS status with a p value of 0.006 and their attitude towards the cultural tourism and its benefits for conservation at a p value of 0.018. On the other hand, the analysis also found that this socio-economic background had not directly influenced their attitude towards the importance of preserving the non-use value.

Table 6.32: Influences of the Socio-economic Background towards Attitude of the Tourists

Variable	Attitude towards UNESCO WHS status		Attitude towards Cultural Tourism and its benefits for conservation		Importance of preserving the non-use value	
	t-stat.	p-value	t-stat.	p-value	t-stat.	p-value
Gender	-2.528	0.013	-1.185	0.239	-1.043	0.299
Variable	A1		A2		A3	
	F-stat.	p-value	F-stat.	p-value	F-stat.	p-value
Age	3.728	0.006	3.089	0.018	1.772	0.138
Education	1.62	0.172	0.863	0.488	1.117	0.351
Income	0.858	0.491	2.092	0.085	0.104	0.981
Occupation	1.059	0.379	0.688	0.601	1.385	0.242

6.4 SUMMARY

From the analysis, the study found that there was a significant difference between the local and the tourist stakeholders towards the WTP value, attitude towards the UNESCO WHS status and the cultural tourism as well as its benefits for conservation. Table 6.33 shows the analysis of correlation between the stakeholders and the WTP value. The locals and the tourists were found not to have any significant difference towards the importance of preserving the non-use value. Therefore, the study found that the stakeholders were the key factors in the WTP value, attitude towards the UNESCO WHS status, the cultural tourism and its benefit for conservation as well as the conservation management in the GTWHS.

Table 6.33: Differences between the Stakeholders (Tourist and Local) towards the UNESCO WHS status, the Cultural Tourism and its benefits for conservation, the importance of preserving the non-use value and the conservation management towards WTP Value

Variables	t	df	Significance Level	
Attitude towards the UNESCO WHS status	-3.559	440.0	0.000	Significant
Attitude towards the cultural tourism and its benefits for conservation	-10.128	383.6	0.000	Significant
Views on the importance of preserving the non-use value	0.436	440.0	0.663	Not Significant
The WTP value	5.363	342.0	0.000	Significant
The Conservation management	-NA-	-NA-	-NA-	Only local

*Significant at 0.05; **Significant at 0.01

Table 6.34 shows the differences between the two groups of stakeholders (locals and tourists). For the WTP value, the local respondents (m=1.64) were found to be more intense to pay more value for the cultural heritage conservation rather than the tourists (m=1.38). However, the attitude of the tourists (m=3.93) was found to be higher than the locals (m=3.76) towards the UNESCO WHS status. Moreover, the attitude of the tourists (m=3.69) was also found to be higher than the locals (m=3.26) towards the cultural tourism and its benefit for conservation. Nevertheless, the local stakeholders were found to have a higher opinion regarding the importance of preserving the non-use value of cultural heritage in George Town as compared to the tourists.

Table 6.34: Group Statistics

Independent Variable	Stakeholders	Mean	Std. Error Mean	95% confidence interval of the difference
The attitude towards the UNESCO WHS status	Local	3.76	0.0277	Low
	Tourist	3.93	0.0377	High
The attitude towards the cultural tourism and its benefits for conservation	Local	3.26	0.0293	Low
	Tourist	3.69	0.0301	High
Views on the importance of preserving the non-use value	Local	4.17	0.0329	High
	Tourist	4.14	0.0437	Low
The WTP value	Local	1.64	0.0299	High
	Tourist	1.38	0.0377	Low

CHAPTER SEVEN

RESEARCH FINDINGS: ANALYSIS OF THE QUALITATIVE SURVEY

7.1 INTRODUCTION

This Chapter presents the findings of the qualitative survey on the selected management bodies of the heritage site conservation and the related activities of the GTWHS, Penang. This qualitative survey has examined the opinions of the managers on the current management of the GTWHS conservation. It has considered the respondents' views on the general and specific issues raised in the management of the GTWHS conservation. This survey has also evaluated the respondents' views on the proposed GTHCF and its management for the GTWHS conservation. And last but not least, this survey has examined how to ensure that the fund would benefit the grass-root level and could have a long-term benefit for its stakeholders.

As a whole, this Chapter has attempted to address the third and fourth objectives of this research study, i.e. first, to evaluate the views of managing bodies towards the WTP value and its benefits for the heritage site conservation as well as the management of the cultural heritage and tourism of the WHS; and secondly, to verify the framework for the management of the WTP value of the cultural heritage for the GTWHS conservation.

7.2 ANALYSIS OF THE MANAGERS

Table 7.1 shows the response rates for the questionnaire on the managers involved in the heritage site conservation and the related activities of the GTWHS, Penang. Sixteen (16) managers out of the twenty-two (22) participated in this quantitative survey. The study

found that the response rates achieved in this survey were considered good with 72.7% response. However, 27.3% of them did not find the time to reply to the survey even though the distribution of the questionnaire was personally undertaken by the researcher who had also approached the respective managers during the case study investigation.

Table 7.1: Response Rate of the Managers

Organizations		No. of Mangers Identified	No. of Mangers Participated
Official Conservation Committee			
George Town World Heritage Incorporated		1	1
Think City Sdn. Bhd.		3	2
Municipal Council of Penang Island	Department of Heritage	2	1
	Department of Recreation, Tourism and International Relation	1	1
	Department of Planning,	4	3
Penang State Tourism Development and Culture		1	0
Penang Global Tourism Sdn Bhd.		1	0
Private Society			
Universities/ Institutes/ Centres	Building Conservation, School of Housing, Building and Planning, USM	1	1
	Tourism Development and Urban Planning, School of Housing, Building and Planning, USM	1	1
Charitable Trust			
Non-Government Organization/ Charitable Trust	Penang Heritage Trust	1	1
	Badan Warisan Masjid Melayu	2	2
	Penang State Chinese Association	3	2
	Penang Indian Muslim Association	1	1
Total/Percentage		22	16 (72.7%)

7.2.1 THE RESPONDENTS' BACKGROUND

The background of the manager respondents who took part in this survey is presented in Table 7.2. Based on the findings in Table 7.2, the appropriate manager respondents who gave their responses in this survey have been considered to be competent in giving their opinions. The study found that 50% of them came from the official conservation organizations, 37.5% from the charitable trust while 12.5% were from the private

societies. They were made up of conservation officer (43.9%), tourism officer (6.3%), non-government organization activist (37.5%) and academician (12.4%).

Table 7.2: Background of the Managers

Variables	Frequency (N)	Percentage (%)
Organizations		
Official conservation committee	8	50.0
Private society	2	12.5
Charitable trust	6	37.5
<i>Total</i>	<i>16</i>	<i>100</i>
Designation		
Conservation Officer	7	43.9
Tourism Officer	1	6.3
NGO Activist	6	37.5
Academician	2	12.4
Others, please specify	0	0
<i>Total</i>	<i>16</i>	<i>100</i>
Experience		
< 2 years	1	6.2
2 – 5 years	12	75.0
6 – 10 years	2	12.6
> 10 years	1	6.2
<i>Total</i>	<i>16</i>	<i>100</i>

Most of them have direct and indirect involvement in the cultural heritage conservation and related activities of the GTWHS, Penang. Of any significance, the study found that 75% of them have 2 to 5 years of working experience, 12.6% with 6 to 10 years' experience and 6.2% with 10 years' experience and 1 manager (6.2%) with less than 2 years' experience but 1 manager (6.2%) with more than 10 years' experience in the cultural heritage conservation and the related activities in GTWHS, Penang.

7.2.2 Part A: General Opinions

Several variables related to the managers' opinions in the heritage site conservation and management was assessed in this research study. The first variable was the manager respondents' opinions towards the general issues in the George Town Conservation

Zone. The second variable was the manager respondents' attitude towards the specific issues related to the GTWHS conservation.

The descriptive statistics in Table 7.3 reveal the results of the opinions of the managers towards the general issues in the George Town Conservation Zone. The study found that 81.3% of the respondents had considered the most important general issue to be solved in the George Town Conservation Zone was on the managing of the land use and the buildings while 56.3% of them have indicated that protecting the built cultural heritage was the second most important general issue to be solved in the George Town Conservation Zone.

Table 7.3: Opinions of the Managers on the General Issues in George Town

Variable	Most Important		2 nd Important	
	(N)	(%)	(N)	(%)
Managing the use of land and buildings	13	81.3	1	6.3
Protecting the built cultural heritage	0	0	9	56.3
Protecting vistas, enclave and streetscape	0	0	1	6.3
Enhancing public realm	0	0	2	12.4
Managing circulation and access	0	0	1	6.3
Improving urban infrastructure	3	18.7	2	12.4
Others, please specify	0	0	0	0
<i>Total</i>	16	100	16	100

The descriptive statistics in Table 7.4 reveal the results of the opinions of the managers towards the specific issues regarding the heritage conservation of the GTWHS. The study has found that 43.9% of the respondents opined that the most important issue in the heritage conservation of the GTWHS was the inappropriate management process while 31.3% of the respondents were found to view excessive tourism and development as the second most important issue in the heritage conservation of the GTWHS.

Table 7.4: Opinions of the Managers on the Specific Issues in Heritage Conservation of the GTWHS

Variable	Most Important		2 nd Important	
	(N)	(%)	(N)	(%)
Improprate management process	7	43.9	3	18.7
Migration and demographic trends	1	6.3	3	18.7
Lack of funding resources	3	18.7	1	6.3
Excessive tourism and development pressure	2	12.4	5	31.3
Lack of public awareness and support	0	0	3	18.7
Environment and building degradation	2	12.4	1	6.3
Others, please specify	1	6.3	0	0
<i>Total</i>	16	100.0	16	100.0

From Table 7.5, in the context of the heritage site conservation, the study found that 93.7% of the manager respondents agreed that it was very important to protect the cultural heritage from unplanned development regardless of the cost. This finding has been consistent with the results of a quantitative survey of Q1 (local) and Q2 (tourist) whereby they have indicated a good response towards the cultural heritage conservation.

Table 7.5: Knowledge and Opinions of the Managing Bodies

Variable	(N)	(%)
The duty to protect the cultural heritage		
No	1	6.3
Yes	15	93.7
<i>Total</i>	16	100.0
Sufficient funding support		
No	12	75.0
Yes	4	25.0
<i>Total</i>	16	100.0
Generating income		
No	11	68.8
Yes	5	31.2
<i>Total</i>	16	100.0

This finding has shown that there was awareness of the stakeholders in preserving their heritage. Interviews done by the researcher of this study confirmed that the government at various levels has been providing policy support and certain financial assistance to help the local people in conserving their heritage property. However, the study found that 75% of the managers agreed that the funding provided was insufficient for its heritage

site conservation and management. These results of this study are also consistent with the research findings by Abdul Ghafar (2006) and Nuryanti (1996) on the availability of limited public funds of developing countries for the heritage site conservation and management.

With regards to the role played by the government in introducing the income generating scheme for the conservation, the study found that 68.8% of the respondents stated that there was no programme, scheme or project introduced by the managing bodies in order to generate income for the GTWHS conservation and its management. Only 31.2% of the manager respondents reported that the managing bodies had introduced a generating income programme or scheme for the GTWHS conservation. Based on this finding, it appears that the managing bodies have not been able to produce any satisfactory programme, scheme or project in order to help generate income for the GTWHS conservation.

7.2.3 Part B: The Analysis of the George Town Heritage Conservation Fund (GTHCF)

The listing of George Town as a WHS has created the opportunity for it to receive funding from various agencies for its heritage site conservation. However, finding alternative new sources which could be more sustainable could be crucial for the heritage funding. Based on the WTP survey held in January 2012, this study has found that the local communities and the tourists have demonstrated their strong support towards the GTWHS conservation. They have expressed their high hope about the importance of preserving the non-use value of the cultural heritage. The study has also found that they have shown their strong support for the creation of the GTHCF in order to preserve and manage the GTWHS. However, this positive attitude might be insufficient if the

stakeholders could not obtain full support from the managing bodies and the authorities in implementing their requests for the GTHCF. This section reports the findings of the qualitative survey of the managing bodies on the management of the GTHCF.

7.2.3.1 Preferences on the Proposed Funding for the Management and Conservation of the GTWHS

The study found that all of the managers (100%) have agreed to the setting up of the GTHCF. They concluded that the management of GTWHS has to initiate separate funding sources in order to conserve their heritage especially in the George Town Conservation Zone area. The study found that 87.5% of them preferred the George Town World Heritage Incorporated (GTWHI) to be the organization to manage the fund. Only 12.5% of the respondents did not agree.

Table 7.6: The George Town Heritage Conservation Fund

Variable	(N)	(%)
Setting up the Fund		
No	0	0
Yes	16	100
<i>Total</i>	16	100
GTWHI manage the fund		
No	2	12.5
Yes	14	87.5
<i>Total</i>	16	100

However, they preferred the joint effort of the state government and the GTWHI in managing the fund. Table 7.6 shows the results of the managers' view on the setting up of the GTHCF.

7.2.4 Parts C and D: The WTP Value and its Methods of Collection

The study found that generally, the George Town's households were willing to pay RM57.46 per year for the GTHCF. They have shown their strong support for the

GTWHS conservation with the WTP value of the GTWHS conservation. However, 68.8% of the managers were found not to agree with the proposal because they did not want to burden the locals with unnecessary expenditure. However, 31.2% of the managers agreed with a lower charge of RM24.00 per year to be paid for the GTHCF.

Based on the WTP survey in Chapter Six, the study found that 87% of the tourist respondents were willing to pay RM42.54 per visit in the form of the conservation zone entry ticket or heritage building admission fee. Moreover, 68.8% of the managers had agreed in principle that the whole sum of RM42.54 from the tourists who have paid for a visit to the GTWHS should be deposited into the GTHCF. But 31.2% of the managers were found not to agree with the proposal because the fee was found to be too high. Fees should be imposed depending on the size of the site and the building and also by charging the foreign tourists only. Nevertheless, how the charge would be imposed on the tourists was found not to be so clear cut.

The method of collection could play an important role in the credibility and trustworthiness of the GTHCF and also in the willingness on the part of the stakeholders to pay. Table 7.7 shows the results of the WTP value and its method of collection agreed to by the managers. In general, the study found that the most preferred method of collection for the local community was exemptions from their income tax. However, the method of collection chosen by 37.7% of the managers was through an assessment fee which could be annually collected by the management from households for the GTHCF.

On the other hand, the study found that 31.2% of the managers declined with the proposal of fee collection for the heritage conservation. Among the reasons given were that the locals should not be burdened with any form of financial payment for their cultural heritage in order to encourage them to stay back at the George Town city centre.

However, the tax should be levied on tourism-related businesses, but not tax small businesses or poor households. Since tourism could be profiting from the WHS, the tourism-related companies should contribute for its maintenance. However, property sellers, buyers and speculators have been taking advantage from the WHS status, thus taxes should be imposed on these property transactions.

Table 7.7: The WTP and Its Method of Collection

Variables	Managers	
	(N)	(%)
Contribute RM57.46 (local community)		
No	11	68.8
Yes	5	31.2
<i>Total</i>	16	100
Contribute RM42.54 (tourist)		
No	5	31.2
Yes	11	68.8
<i>Total</i>	16	100
Methods of Collection (local community)		
Added to income tax	0	0
Added to state quit rent	3	18.6
Added to assessment fee	4	25.1
Added to the water or electricity bill	0	0
Deducted from the bank account	0	0
Annually collected by the management of the GTHCF	4	25.1
	5	31.2
Others, please specify	16	100
<i>Total</i>		
Methods of Collection (tourist)		
Conservation zone entry ticket;	3	18.6
Heritage building admission fee;	6	37.7
Airport tax	0	0
Hotel service tax	4	25.1
Others, please specify	3	18.6
<i>Total</i>	16	100.0

As for the tourists, the study found that the most preferred method of contributing money to the GTHCF was through the conservation zone entry ticket (30.6%) and the heritage building admission fee (29.3%) (see Chapter 6). However, it was found that 37.7% of the managers preferred the tourists to pay their contribution through the heritage building admission fee. They believed that this method should be practical, easy to implement as well as to monitor. They also believed that since every building has an owner, by implementing a nominal fee, this method could help the owner to generate income and

hence contribute to the heritage fund. Moreover, visitors could then enjoy the heritage value of the buildings which have been conserved with an established fund.

The study also found that 25.1% of the managers preferred hotel service tax since it was previously implemented successfully in Melaka. Through this method the tax could be directly transferred to the travellers from the hotels in the WHS. However, the study found that 18.6% of the managers preferred to collect the fund through a conservation zone entry ticket. Other managers have considered that this method was not applicable for the MPPP.

The study found that the managers wanted to give options for the tourists, and that the hotels in the WHS should contribute more. Tourists could then be charged for their tour itineraries. The contribution could be a combination of several taxes; such as a property transaction, tourism operators' and hotels' taxes (monthly taxes related to income or number of guests), tax based on attractions - a scheme organized in partnership with the owners of the heritage attractions and sold to the tourists in order to contribute to the conservation fund.

7.2.5 Part E: The Management of the GTHCF

Table 7.8 shows the managers' views on the management of the GTHCF. There were two sources of income (local residents and tourists) proposed for the GTHCF. The study found that 68.8% of the managers agreed that the fund received from the local stakeholders' contribution and the tourists should be placed on a split account. The reason for doing so could be for easy monitoring and they could also easily identify which account has contributed more. For future reference to the different purposes of

funding, this budgeting technique could help to identify the contributors for the funds whether they were from the local residents or from the tourists.

Table 7.8: Management of the GTHCF

Variables	Managers	
	(N)	(%)
George Town Heritage Conservation Fund		
Split account	11	68.8
Joint account	5	31.2
Total	16	100.0
Rewards		
Free information about the GTWHS both in soft and hard copy	11	73.3
Free entry to selected government-owned heritage buildings and museums only	4	26.7
Free entry to selected privately-owned and collectively owned heritage buildings	1	6.7
Free transportation (special buses) around the conservation zone	9	60
Free tour guide in selected areas around the conservation zone	2	13.3
Free souvenir of local product	2	13.3
Others, please specify	2	13.3
Agencies to benefit from the fund		
Penang Global Tourism;	5	33
George Town World Heritage Incorporated (GTWHI);	16	100
State government (MPPP, UPEN)	5	33
Local organizations	5	33
Federal government	1	7
Others, please specify	0	0

However, the study found that only 31.2% of the managers preferred to draw from two sources of funding in a joint account. They gave the reason that they did not want to complicate things, since the fund was set up for the same objective. Moreover, they opined that tourism should contribute more in order to maintain the heritage since it was exploiting the heritage for profits.

As an incentive for the tourists' contribution, the study found that the managers agreed to reimburse them with a few things such as receive free information about the GTWHS both in soft and hard copy, free transportation (selected buses) around the conservation zone and free entry to selected government-owned heritage buildings and museums. Specifically, 73.3% of the managers were of the same opinion that the tourists should receive free information about the GTWHS both in soft and hard copy whereas 60% of

the managers agreed that the tourists should get free transportation on selected buses around the conservation zone. But, only 26.7% of the managers agreed that they should get free entry to selected government-owned heritage buildings and museums. The study found that the majority of the respondents revealed that this tourist fund collection can be shared or benefitted by several groups or organizations. The GTWHI was the most accepted agencies (100%) to share or benefit from the tourist fund collection.

a. Benefits from the GTHCF

Table 7.9 shows the survey results from the managers' view on the benefits from the GTHCF. This section of the questionnaire elicited information on how the local stakeholders could benefit from the GTHCF. This information could provide how the GTHCF could be used. The study found that there were three suggestions which had obtained more than 50% support from the managers to share the GTHCF. First, 73.3% of the managers chose to share the monies from the GTHCF by paying back to the participating heritage sites. Secondly, from 15 of the respondents, 9 or 60% of them had considered that the monies should be used for long-term funding by the local stakeholders for intangible cultural heritage conservation and thirdly, to finance heritage programmes proposed by the local stakeholders (60%).

Table 7.9: The GTHCF Benefits

Variables	Managers (15)	
	(N)	(%)
Long term funding to the local stakeholders for the cultural heritage conservation	9	60.0
Finance heritage programmes proposed by local stakeholders	9	60.0
Finance community development programmes proposed by local stakeholders	7	46.7
Finance infrastructure works and social welfare of the traditional village	2	13.3
Finance infrastructure serving the tourism needs	5	33.3
Payback to participating heritage sites	11	73.3
Assistance in restoring private and collectively owned heritage buildings	6	40
Others, please specify	1	6.7

b. Long-term Benefits of Sharing from the GTHCF for Sustainable Management

Table 7.10 shows the response from the managers of the proposed long-term benefits of sharing the GTHCF. In order to ensure that there would be long-term benefits of the GTHCF to reach to the grass-root level. The researcher found that there were a number of benefits identified from the relevant literature analysis which could be applied in order to distribute the fund to the grass-root level. These were seven (7) identified benefits: a partnership and collaboration; local community involvement; authenticity and conservation; visitor mindfulness; strategic planning; interpretation and economic viability.

Table 7.10: The GTHCF Long-term Benefits of Sharing

Variables	Managers (15)	
	(N)	(%)
Partnership and collaboration - Collaboration between stakeholders in terms of marketing the WHS together or managing the tourism flow which could have an impact on the local community benefitting and promoting intra-generational equity	11	73.3
Authenticity and conservation- Preservation and conservation emphasis promoting the objective authenticity of tangible and intangible heritage	6	40.0
Local community involvement	12	80.0
Creating mindful visitors	4	26.7
Strategic planning in marketing the WHS with a long-term focus to promote inter-generational equity	6	40.0
Interpretation - Ongoing research on how best to sell a sustainable heritage product and promote responsible visitors' behaviour	6	40.0
Economic viability	4	26.7
Others, please specify	0	0

Several studies have stated that these factors have been important in ensuring the fund could reach the right population (Chhabra, 2010). In order to succeed and achieve a sustainable management, these factors should be internalized into the management plan of the GTWHS.

The study found that the managers were very positive towards local involvement. For example, 80% of the managers agreed that local involvement would be very significant to ensure that the locals would obtain the long-term benefits of the GTHCF. It was necessary to get the locals involved since they were the closest residents by living in and around George Town for generations with a great attachment to their heritage. However, 73.3% of the managers believed that the GTHCF could encourage the collaboration between the stakeholders in terms of marketing the WHS together or managing the tourism flow which could have an impact on the local community thus benefitting and promote intra-generational equity.

However, Chhabra (2010) has found that “it is an established fact that the authenticity and conservation of heritage are crucial for sustained use of resources and inter-generational equity”. Moreover, this study has found that 40% of the managers agreed that conservation could emphasize and promote objective authenticity of tangible and intangible heritage in George Town. The managers interviewed in this study also agreed that strategic planning in marketing with a long-term focus was found to be important to promote inter-generational equity. Strategic planning could require well-planned distribution strategies which could link heritage resources to selected groups of consumers who were predisposed to genuine interest in the host community. Moreover, long-term planning could help develop an idea so that the physical condition and viability of the heritage resources could be protected.

Other than that the managers also agreed that the interpretation through ongoing research on how best to sell a sustainable heritage product and promote responsible behaviour have had to be considered in the management plan. Interpretation could be defined as a process that could explain to the tourists the significance of the place visited (Moscardo & Woods, 1998). Some heritage institutions have assumed that the tourists would know

everything and did not require any comprehension. However, this assumption has been found to be flawed (Timothy & Boyd, 2003). In fact tourists would require appropriate information and their behaviour would need to be managed appropriately to minimize misuse and disrespect of the heritage resources.

In addition, relevant literature has extensively referred to the need of creating mindful visitors in cultural tourism and has suggested multiple ways to accomplish this task in a sustainable approach. Within the context of sustainability, the mindful visitors were found to be more sensitive and attentive to the environment around them (Chhabra, 2010). This study found that only 26.7% of the managers agreed to use the fund in creating mindful visitors to George Town. Chhabra (2010) has also stated that economic enumerations have been found to be a prerequisite to develop cultural tourism in an area.

Despite the pronounced economic emphasis, heritage institutions should aim to develop strategies that maximize local economic benefit and reduce leakages. They should ensure that the local community could benefit through increased income gained, employment and solicited tax contributions from the tourists. In the case of George Town, only 26.7% of the managers agreed to use the fund to develop strategies that could maximize local economic benefits. The following are the responses from the managers on the proposed management of the GTHCF on long-term benefits of sharing.

i. Partnership and Collaboration

Table 7.11 shows the responses from the managers on the proposed activities for the partnership and collaboration from the GTHCF long-term benefits of sharing. The study found that the majority of the managers (90.9%) agreed to collaborate with the local community members in tourism-related activities in order that they could give and obtain

tourism benefits. However, only 72.7% of the managers agreed to raise public responsiveness and developing local pride in the WHS with the local people and tourists by means of a conservation education promotion as well as building and increasing the awareness of the WHS and its activities as well as policies in the tourism business especially to the clients of the industry.

Table 7.11: Partnership and Collaboration from the GTHCF Long-term Benefits of Sharing

Variables	Managers (11)	
	(N)	(%)
Building the capability of the site organization to deal with tourism.	5	45.5
Educating local community members in tourism related activities in order that they can give and obtain tourism benefits.	10	90.9
Helping to publicize these cultural goods through their marketing at the local, regional, national and international levels.	6	54.5
Raising public responsiveness and developing pride in the WHS with the local people and tourists by means of a conservation education promotion.	8	72.7
Using tourism generated funds to balance unmet conservation and protection cost at the sites.	7	63.6
Distributing the ideas learnt to other sites and other protected areas in Malaysia.	7	63.6
Building an increased awareness of WHS and its activities as well as policies in the tourism business and especially to clients of the industry.	8	72.7
Others, please specify	0	

Moreover, the study found that 63.6% of the managers agreed to use the funds generated to balance unmet conservation and protection cost at the sites as well as distributing the ideas learnt to other sites and other protected areas in Malaysia. 54.5% of the managers agreed that this could help to publicize these cultural goods through their marketing at the local, regional, national and international levels. But 45.5% of the managers agreed to build the capability of the site organization in order to deal with tourism.

ii. Authenticity and Conservation

The study found that 83.3% of the managers said that it was important to strike stability concerning the needs of conservation, biodiversity, accessibility, the interest of the local

society and the sustainable economic use of the WHS in its setting (see Table 7.12). 66.7% of the managers agreed to use the fund in protecting the WHS and its setting, as well as any buffer zone, from inappropriate development.

Table 7.12: Authenticity and Conservation from the GTHCF Long-term Benefits of Sharing

Variable	Managers (6)	
	(N)	(%)
Protecting the WHS and its setting, including any buffer zone, from inappropriate development	4	66.7
Striking a balance concerning the needs of conservation, biodiversity, accessibility, the interest of the local society and the sustainable economic use of the WHS in its setting	5	83.3
Protecting the WHS where appropriate and probable through positive management	3	50.0
Protecting the WHS from climate change but ensuring that mitigation is not at the sacrifice of genuineness or truthfulness	3	50.0
Others, please specify:	1	16.7

Meanwhile 50% of the managers agreed to use the fund in protecting any WHS where appropriate and probable through some positive management by protecting the WHS from climate change but ensuring that mitigation was not at the sacrifice of genuineness or truthfulness. Moreover, 16.7% of the managers have stated the need for research in order to protect the authentic and good conservation of the built heritage as well as the intangible cultural heritage.

iii. Local Community Involvement

As shown in Table 7.13 the study found that the majority of the managers (75%) would encourage the stakeholders to describe a reason for their contribution or be part of the revitalization of their community with 66.7% of them stating that they could provide a facilitator who was aware and qualified in dealing with cross-cultural connections at all formal and informal public meetings as well as also should develop funding and co-

planning relationship with community groups, ensuring them shared roles in developing agendas, setting of targets together with supplying guidance and outreach.

Table 7.13: Local Involvement from the GTHCF Long-term Benefits of Sharing

Variables	Managers (12)	
	(N)	(%)
Solicit individuals, particularly those directly impacted by the revitalization project such as minority and low-income communities	6	50.0
Create educational programmes or a repository to access data, or both, so that groups or individuals can obtain timely, accurate facts that enable them to have a significant influence in decision making	7	58.3
Encourage stakeholders to define a reason for their contribution or be part of the revitalization of their community	9	75.0
Define the management process early, in order that potential stakeholders can make a decision to participate and to what degree	7	58.3
Customize materials to ensure cultural sensitivity	4	33.3
Ensure that every member of the revitalization team understands the task	7	58.3
Provide a facilitator who is aware and qualified in dealing with cross-cultural connections at all formal and informal public meetings	8	66.7
Provide timely and frequent (min of 2) notices of public meetings through local media/flyers and also by identifying the sources where interested community members can get more information	6	50.0
Develop funding and co-planning relationship with community groups, ensuring them shared roles in developing agendas, setting of targets, and supplying guidance and outreach	8	66.7
Plan meetings that are accessible and accommodating	7	58.3
Have public communication frequently on a regular basis during the revitalization process. Be available to the public outside of community meetings, and assign a direct contact for the programmes	7	58.3
Others, please specify	0	

Moreover, 58.3% of the managers said that they should initiate educational programmes or a repository to access data, or both, so that groups or individuals could obtain timely, accurate facts that could enable them to have a significant influence in decision-making. They also stated that the managers should define a management process early in order that potential stakeholders could make a decision to participate and to what degree so as to ensure that every member of the revitalization team could understand the task through planned meetings that could be accessible and accommodating. They should have public communication frequently on a regular basis during the revitalization process so as to be

available to the public outside of community meetings and by assigning a direct contact for the programmes or projects.

The study also found that 50% of the managers stated that they should solicit individuals' cooperation, particularly those directly impacted by the revitalization project such as the minority and low-income communities. Managers should provide timely and frequent (minimum of 2) notices of public meetings through the local media or flyers and also by identifying the sources where the interested community members could be able to get more information.

iv. Creating Mindful Tourists

The study found that all the managers (100%) said that they should provide an inclusion of variety and innovation experiences for the tourists by appealing to their different senses, providing different social experiences, using multiple physical setting and media. All of them also opined that there should be tourist control by helping them find their way around through providing a simple path, a comprehensive orientation system using signs and maps. All the managers (100%) also agreed that the local community should be connecting with the tourists by engaging them, allowing them some degree of control by offering them choice and encouraging them in participation for their planned cultural activities.

However, 50% of the managers have expressed the opinion that they should know the tourists more by conducting research through understanding their socio-demographic characteristics, perceptions, behaviour and motivations. Moscardo and Woods (1998) have explained that the above mentioned communication tools could help visitors understand the outcome of their actions and could enable them to behave in a manner that

could generate minimal negative impacts on the heritage site, the hosts and the overall environment.

Table 7.14: Creating Mindful Tourists from the GTHCF Long-term Benefits of Sharing

Variables	Managers (4)	
	(N)	(%)
Inclusion of variety and innovation (e.g. appealing to different senses, providing different social experiences, using multiple physical settings and media)	4	100.0
Tourist control and helping them find their way around (e.g. simple paths, a comprehensive orientation system using signs and maps)	4	100.0
Connecting with the tourists (e.g. engage them, allow them with some degree of control by offering choices, encouraging participation)	4	100.0
Knowing the tourists (e.g. conduct research and understand their characteristics, perceptions, behaviour)	2	50.0
Others, please specify	0	0

v. Strategic Planning

Table 7.15 shows the responses of the managers in strategic planning from the GTHCF long-term benefits of sharing. According to Chhabra (2010) strategic planning “requires well-planned distribution strategies which can link heritage resources to selected groups of consumers who are inclined to genuine interest in the host community”. For sustainable conservation of WHS and tourism development, the study found that 100% of the managers believed that they should focus on authenticity and quality of the resources (see Table 7.15).

Table 7.15: Strategic Planning from the GTHCF Long-term Benefits of Sharing

Variables	Managers (6)	
	(N)	(%)
Concentrate on authenticity and value of the resources	6	100.0
Preserve and protect resources	4	66.7
Makes site come alive	5	83.3
Find a balance between community and tourism	6	100.0
Collaborate	4	66.7
Others, please specify	1	16.7

They all also completely agreed that they should find a balance between the community and tourism. However, 83.3% of the managers believed that they should make sites come alive while 66.7% of them agreed that they should preserve and protect the resources as well as establish collaboration between stakeholders in terms of marketing the WHS together or managing the tourism flow which could have an impact on the local community thus benefitting and promoting intra-generational equity.

vi. Interpretation

As shown in Table 7.16, the study found that all the managers (100%) agreed that they should provide appropriate information through thoughtful planning of tourist maps of the WHS. They also should promote responsible behaviour among local visitors and tourists. The tourists' behaviour needed to be managed appropriately to minimize the misuse and disrespect of the heritage resources.

Table 7.16: Interpretation from the GTHCF Long-term Benefits of Sharing

Variables	Managers (6)	
	(N)	(%)
Explains to tourists the significance of the places visited (focus on traditional life to help them feel the 'sense of the place')	4	66.6
Communicates meanings and relationships through hands-on experiences and instructional media (careful designing of walking and driving tours)	4	66.6
Provide appropriate information (thoughtful planning of WHS maps)	6	100.0
Promote responsible behaviour (tourist behaviour needs to be managed to minimize misuse and disrespect of the heritage resources)	6	100.0
Others, please specify	1	16.7

Moreover, 66.6% of the managers believed that they should explain to the tourists the significance of the heritage places they visited by focusing on the traditional lifestyles in order to help them feel a sense of the places. At the same time, they should communicate meanings and relationships through hands-on experiences and instructional media by carefully designing walking and driving tours. Meanwhile, 16.7% said that they should

train local carpenters, custodians, residents, descendants and stakeholders in specific site interpretations.

vii. Economic Viability

As shown in Table 7.17, the study found that all the managers (100%) agreed that the cultural tourism activities could increase the individual residences' income such as by supplying products and services to tourism ventures by the local society. Presenting more locally-made products for sale to visitors would encourage visitors to spend more thus increasing incomes for the local residents by promoting the direct sales of products and services to the visitors by the local community (informal economy). Therefore, local facilities, transportation and communications should be improved consequently.

Table 7.17: Economic Viability from the GTHCF Long-term Benefits of Sharing

Variables	Managers (4)	
	(N)	(%)
Increase in job prospect for local residents - employment of the local community in the tourism establishments (hotels and related enterprises)	3	75.0
Increase in income- supply of goods and services to the tourism enterprises by the local community. Presenting more locally-made products for sale to visitors helps increase the locals' incomes	4	100.0
Direct sales of products and services to visitors by the local community (informal economy)	4	100.0
Establishment and running of tourism enterprises by the local community - locally-owned small/medium-scale tourism industries, or community based enterprises (formal economy)	2	50.0
Generation of local tax revenues – enhance tax and levy on tourism profits or income and this continues benefitting directly the local community	3	75.0
Improves local facilities, transportation and communications	4	100.0
Investment in infrastructure works stimulated by tourism which will in turn benefit the local community	2	50.0
Others, please specify	0	0

Moreover, 75% of the managers have expressed that tourism would increase job opportunities for local residents with employment such as in hotels and related enterprises. Tourism also would generate local tax revenues through enhancing tax and

levy on tourism profits or income and this continues benefitting directly the local community. These results have been found to be reliable with the findings of a quantitative survey of Q1 (questionnaire for the local community) and Q2 (questionnaire for the tourists) which have illustrated that cultural tourism has granted economic benefits to the local community in preserving the value of the cultural heritage in George Town.

In addition, 50% of the managers said that the local community could locally own small or medium scale tourism industries or community based-enterprises (formal economy) by the establishment and running of tourism enterprises. As a result, stimulated by tourism investments in infrastructure works such as roads, could in turn benefit the local community.

7.3 SUMMARY

This Chapter has presented the empirical analysis of the qualitative survey, from the administered questionnaires for managers of the GTWHS, Penang. Most of the managers agreed that the most important general issue need to be solved in George Town was on the management of the land use and buildings. Meanwhile protecting the built cultural heritage was the second issue that needed to be solved in George Town. In heritage conservation, the main issue that they have encountered was the inappropriate management process and lack of funding resources. Excessive tourism development has also become a serious issue followed by the issue of migration and lack of public awareness in the heritage conservation. Most of the stakeholders have shown a good response towards their cultural heritage conservation. Government at varied levels should provide policy support and certain financial assistance to help the local people in conserving their heritage property. However, most of the managers concurred that

funding has always been insufficient for its heritage site conservation and management. The managing bodies have not been producing satisfactory programmes or schemes nor did it help to generate income for the GTWHS conservation.

However, all the managers have agreed to the setting up of the GTHCF. They also agreed that the management of George Town has to initiate a separate fund in order to conserve their heritage especially in the George Town Conservation Zone area. They preferred the GTWHI as the organization to manage the fund. Based on the WTP survey, the George Town's households have expressed a high level of support for the WTP value for the GTWHS conservation by their sound support towards the GTWHS conservation management. However, 62% of the managers did not agree if a fee was imposed on the local community because they did not want to burden the local residents with such a financial commitment. However, 30.7% of the managers agreed with a lower charge of RM24.00 per year for the local community.

In general, the most preferred method of collection for the local community was exemptions from their income tax. However, the managers preferred the tourists to pay their contributions through a heritage building admission fee. Moreover, the managers agreed that the fund received from the local stakeholders' contribution and tourists should be placed on a split account for easy monitoring. The managers were of the same opinion that the tourists should receive free information about the GTWHS both in soft and hard copy. More than half of the managers agreed that the tourists should get free transportation on selected buses around the conservation zone. But, only 26.7% of the managers agreed that they should get free entry to selected government-owned heritage buildings and museums. The study found that most of the respondents revealed that this tourist fund collection could be shared or benefitted by several groups or organizations such as the GTWHI and local organizations.

The managers chose to share the monies from the GTHCF by paying back to the participating heritage sites. The monies should be used for long-term funding for the intangible cultural heritage conservation and for financing the heritage programmes proposed by the local stakeholders. In fact, there were a number of benefits that were identified from the literature analysis that could be applied in order to distribute the fund to the grass-root level. The managers were found to be very positive towards the local involvement. These managers believed that the GTHCF could encourage the collaboration between the stakeholders in terms of marketing the WHS together or managing the tourism flow which could have an impact on the local community thus benefitting and promoting intra-generational equity.

Finally, the study found that the managers also agreed that the strategic planning in marketing with a long-term focus was found to be important to promote inter-generational equity. Strategic planning would require well-planned distribution strategies which could link heritage resources to selected groups of consumers who were predisposed to genuine interests in the host community. However, long-term planning could help develop an idea so that the physical condition and viability of the heritage resources could be protected for the common good.

CHAPTER EIGHT

CONCLUSION

8.1 INTRODUCTION

This Chapter summarizes the work that has been undertaken pursuant to the objectives of the research study and has highlighted its results based on the surveys that have been completed. Based on the research methodology employed (i.e. case study; qualitative and quantitative surveys), this research has managed to carry out surveys, collect the relevant data and information with regards to the WTP value of the cultural heritage and its management for the GTWHS conservation. This information has been found to be very important and significant because it is one of the most effective approaches in which the public recognizes, reviews, and chooses on the relative value of things.

So it has been found by many researchers to be important to examine how this heritage resource is allocated, managed, organized and provided for all of which have affected people's interests, thoughts and contribution towards their cultural heritage preservation. Assessment of the values attributed to the heritage has been found to be a very significant action in any conservation effort since values have been found to strongly influence the decisions that are decided by the society.

This Chapter discusses the overall summary of the research study (conclusion); important findings; recommendations; any significant contributions to knowledge; limitations of the research and suggestions for future work.

8.2 SUMMARY OF THE RESEARCH STUDY

In the light of the foregoing, the specific objectives of this research study as outlined in Chapter One (paragraph 1.4) have been set as follows:

1. To identify the appropriate valuation method for the cultural heritage goods for the sustainable GTWHS conservation in Malaysia;
2. To evaluate the principal stakeholders' attitude and responses on the WHS designation and the influx of tourists to the WHS in order to assess their WTP value for this WHS conservation in Malaysia;
3. To evaluate the views of the managing bodies towards the WTP value and its benefits for the heritage site conservation as well as the management of the cultural heritage and tourism of the GTWHS in Malaysia; and
4. To establish a framework for the management of the WTP value of the cultural heritage for the sustainable GTWHS conservation in Malaysia.

All of the objectives of this study have been met and they are discussed in detail in Chapters Six and Seven. In the following sections, important findings are discussed pursuant to each of the objectives above.

8.3 IMPORTANT FINDINGS

8.3.1 The Appropriate Valuation Method of the Cultural Heritage Goods for the Sustainable GTWHS Conservation

This research has revealed that heritage site management in Malaysia is generally lacking with regards to the sustainable methods in valuing the cultural heritage goods. Heritage conservation from an economic view has been found to be a new approach for heritage site planning and management in Malaysia. As has been discussed in the previous Chapters, the economic valuation is one of the most effective ways for society to identify, assess, and decide on the relative value of the cultural heritage for the sustainable heritage site conservation. Cultural heritage will be in danger and subsequently conservation will be found not to be sustainable within the social agenda unless the non-technical complexities of the cultural heritage preservation, the role it plays in modern society, and the social, economic, political and cultural mechanism through which conservation works are better understood by and conveyed to the government and the authorities.

It is important to examine how this heritage site is allocated, managed, organized and provided for, all of which have affected people's well-being, attitudes and participation towards the cultural heritage conservation. Assessment of the values attributed to heritage has been found to be a very important activity in any conservation effort since values strongly influence the decisions that are made by the society. Every act of conservation is shaped by how an object or place is valued, its social contexts, available resources, local priorities and so on. Involvement of the public in valuing the cultural heritage would be more required in the sustainability of their heritage.

The Stated Preferences method has been found to be usually used successfully in order to deduce the economic value for the cultural heritage good. Two economic valuations of the Stated Preferences methods most commonly used for the cultural heritage assets have been the Contingent Valuation (CV) method and the Choice Experiments (CE) method. These two methods have been found to be considered to be the best techniques in order to estimate the total economic value of the cultural heritage resources that were not traded in the market.

For this research study, the Contingent Valuation or CV has been a direct Stated Preferences technique where respondents were asked their willingness-to-pay (WTP) value for the benefits received, or their willingness-to-accept (WTA) compensation for their loss. Theoretically speaking, the CV has been based on welfare economics and has assumed that the stated WTP amounts were related to the respondents' underlying preferences. Nevertheless, the Choice Experiment (CE) method is also known as Choice Modelling (CM). The CE has been developed as an alternative method to the more widely used CV method.

For this former method, the stakeholders were not asked for their WTP value directly but they were presented with a limited choice of options. The CE Method was designed to address the limitations of the CV method and to improve the behavioural congruity of the valuation models. The CE Method has been based on the characteristic theory of value, in which a good can be viewed as being a bundle of component attributes and their levels.

8.3.2 The Principal Stakeholders' Attitude and Responses on the WHS Designation as well as the Influx of Tourists to the WHS in order to Assess their WTP Value for GTWHS Conservation in Malaysia

From the data analysis, the study has found that there was a significant difference between the local and the tourist stakeholders towards the WTP value, attitude towards the UNESCO WHS status and the cultural tourism as well as its benefits for the GTWHS conservation. The locals and the tourists were found not to have any significant difference towards the importance of preserving the non-use value

The study has also found that the stakeholders were the key factors in the WTP value, their attitude towards the UNESCO WHS status, the cultural tourism and its benefit for conservation as well as the conservation management in the GTWHS. For the WTP value, the local respondents were found to be more intense to pay more value for the cultural heritage conservation rather than the tourists. However, the attitude of the tourists towards the UNESCO WHS status was found to be higher than the locals. Moreover, the attitude of the tourists was also found to be higher than the locals towards the cultural tourism and its benefit for conservation.

From the research study findings, it has revealed that the principal stakeholders' attitude and responses on the WHS designation and its cultural tourism in order to assess their WTP value for the GTWHS Conservation in Malaysia are as follows:

- In general, the level of the principal stakeholders' attitude (the local residents and the tourists) towards the GTWHS designation was found to be at a moderate level. However, the overall attitude of the tourists was found to be much higher than the local residents towards the WHS designation. From the survey, both respondents have indicated that the status has recognized the cultural heritage as having international importance and it has also played an important role in

protecting the identity of the local cultural heritage for future generations. The status has triggered the respondents' interest in the volunteer programmes for the heritage site conservation. However, both respondents could only give a moderate impact to their awareness and knowledge of the significance of George Town as a WHS.

- This study has found that the local respondents had shown a moderate level of attitude towards the statement that the WHS status has effected positive changes in their lifestyle and has given positive impacts to their tourism business in George Town. Moreover, the local respondents agreed that the status has increased their community spirit and local pride towards their place and culture. They believed that the status has increased the value of the buildings in the George Town Conservation Zone. The WHS status also has not limited the local physical development and the economic development in George Town. However, the attitude of the local respondents was found to be greatly varied in these issues. But for those who have gained economic profit from their business activities, they were found to not agree strongly with the statement that the WHS status has had limited economic and physical development for this heritage site. To them, this WHS status could significantly contribute to the development of their business activities. Almost half of the local respondents (44.7%) agreed that the status had brought about the opportunity for the world community to take part in the GTWHS conservation as well as attracting more visitors to George Town.
- For the tourists, the GTWHS status was also important for continuing the tradition of the local cultural heritage for future generations. They partially agreed that the WHS status has improved cultural exchanges between the local community and the visitors. The survey showed that the tourist respondents have

indicated a moderate attitude towards the statement that the WHS status could have triggered their interest to visit George Town. However, the study found that the WHS status was not the key reason why the tourists came to visit George Town.

- Overall, the level of attitude towards the cultural tourism and its benefits for the heritage site conservation of both the local and the tourist respondents were found to be at a moderate level. However, the attitude of the tourists towards the cultural tourism and its benefits for the heritage site conservation was found to be higher than the locals. Both respondents were found to have stated that the cultural tourism had encouraged the locals to foster a variety of cultural activities. Together with the locals, the tourists agreed that the cultural tourism development has improved the appearance of George Town. They moderately agreed that the cultural tourism has had provided an incentive for the local cultural heritage restoration programmes. Even though cultural tourism was found to bring lots of benefits to the locals, they have also stated that the cultural tourism activities have affected many changes in building use. The tourists agreed that they have caused Penang residents to experience crowded public spaces, traffic congestion, air and noise pollution because of the WHS. The local and tourist respondents were found to have a low perception when they stated that tourism had affected the privacy of the daily livelihood of the local community
- The study found that the local respondents believed that the cultural tourism has led to more investments and as a result had created more job opportunities for the locals. This was confirmed by most of the local respondents who had also strongly agreed that their standard of living has had improved considerably due to this cultural tourism. In addition, the local respondents have found that meeting

the tourists was a valuable experience for them and they did not think that the cultural tourism had an undesirable effect on the way of life of the local community.

- The tourists have stated that the economic values of the cultural heritage of George Town were found to have increased because of this cultural tourism. The tourists agreed that their arrivals have granted economic benefits to the local communities by preserving the value of the cultural heritage in George Town. The WHS status has encouraged them to spend more money in order to recognize the value of the cultural heritage in George Town. They believed that the cultural tourism industry should be able to play an important role in building a sustainable economy for George Town. The tourists declared that the cost of their visit to the Penang WHS of George Town was not expensive when compared to visiting other historical sites outside Malaysia. The tourists strongly agreed that meeting the locals was a valuable experience and they were happy and proud to see what the local community has had to offer when they have had experienced the authenticity of the cultural heritage in this WHS.

8.3.3 The Views of the Managing Bodies towards the WTP Value and its Benefits for the Heritage Site Conservation as well as the Management of the Cultural Heritage and Tourism of the GTWHS in Malaysia

As discussed in Chapter Seven, the findings have revealed that the view of the managing bodies towards the WTP value and its benefits for the heritage site conservation as well as the management of cultural heritage and tourism on WHS are as follows:

- The study found that generally, the George Town's households were willing to pay RM57.46 per year for the GTHCF. They have shown their strong support for the GTWHS conservation by agreeing to pay for the WTP value of the GTWHS

conservation. However, 69% of the managers were found not to agree with the proposal because they did not want to burden the locals with unnecessary expenditure. However, 31% of the managers agreed with a lower charge of RM24.00 per year to be paid for the GTHCF.

- Based on the findings of the WTP survey in Chapter Six , the study found that most of the tourist respondents (87%) were willing to pay RM42.54 per visit in the form of the conservation zone entry ticket or heritage building admission fee. Moreover, the managers (69%) have had agreed in principle that the whole sum of RM42.54 from the tourists who have paid for a visit to the GTWHS should be deposited into the GTHCF. But, some of the managers (31%) were found not to agree with this proposal because the fee was found to be too high. Fees should be imposed depending on the size of the sites and the buildings and also only the foreign tourists should be charged. Nevertheless, how the charge would be imposed on the tourists was found not to be clear cut.
- The method of collection could play an important role in the credibility and trustworthiness of the GTHCF and also in the willingness on the part of the stakeholders to pay. In general, the study found that the most preferred method of collection for the local community was exemptions from their income tax. However, the method of collection chosen by the managers was through an assessment fee which could be annually collected by the management from households for the GTHCF.
- The managers were found to be partial and declined with the proposal of fee collection for the heritage conservation when asked. Among the reasons given were that the locals should not be burdened with any form of financial payment

for their cultural heritage in order to encourage them to remain staying back at the George Town city centre. However, it was found that the tax should be levied on tourism-related businesses, but not to tax the small businesses or poor households. Since tourism could be profiting from the WHS, the tourism-related companies should contribute for its maintenance. However, property sellers, buyers and speculators have been taking advantage of the WHS status, thus taxes should rightfully be imposed on these property transactions.

- As for the tourists, the study found that the most preferred method of contributing money to the GTHCF was through the conservation zone entry ticket and/or the heritage building admission fee. However, it was found that the managers preferred the tourists to pay their contribution through the heritage building admission fee. They believed that this method should be practical, easy to implement as well as monitor. They also believed that since every building has an owner, by implementing a nominal fee this way could help the owners to generate income and hence contribute to the heritage fund. Moreover, visitors could then enjoy the heritage value of the buildings which have been conserved with an established fund.
- Some of the managers (25%) preferred to use the hotel service tax system since it was previously implemented successfully in Melaka. Through this method, the tax by the travellers could be directly transferred from the hotels in the WHS to the conservation fund. However, the study found that 18.6% of the managers preferred to collect the fund through a conservation zone entry ticket. The majority (91.4%) have considered that this method was not suitable for the MPPP. The study found that the managers wanted to give options to the tourists, and that the hotels in the WHS zone should contribute more. Tourists could then be

charged for their tour itineraries. In summary, the contribution could be a combination of several taxes; such as a property transaction, tourism operators' and hotels' taxes (monthly taxes related to income or number of guests), and a tax based on attractions - a scheme organized in partnership with the owners of the heritage site attractions to be sold to the tourists in order to contribute to the conservation fund.

- The study found that most of the managers (69%) agreed that the fund received from the local stakeholders' contribution and the tourists should be placed on a split account. The reason for doing so could be for easy monitoring and management. In this way they could identify which account has contributed more. For future reference to the different purposes of funding, this budgeting technique could help to identify the contributors to the funds, whether they were from the local residents or from the tourists. However, a few of the managers (31%) preferred to draw from two sources of funding in a joint account. They have given the reason that they did not want to complicate things since the fund was set up for the same objective. Moreover, they opined that the tourism sector should contribute more in order to maintain the heritage site since it was exploiting the heritage status for profits.
- As an incentive for the tourists' contribution, the study found that the managers agreed to reward them with a few things such as giving them free information about the GTWHS both in soft and hard copy, free transportation (selected buses) around the conservation zone as well as free entry to some selected government-owned heritage buildings and museums. Specifically, most of the managers (73%) were of the same opinion that the tourists should receive free information about the GTWHS both in soft and hard copy in order that they would enjoy the WHS.

However, there were a few of them (60%) who thought that the tourists should instead get free transportation on selected buses around the conservation zone. But, only some of the managers (27%) agreed that they should get free entry to some selected government-owned heritage buildings and museums.

- The study found that the majority of the respondents have revealed that this tourist fund collection should be shared or benefitted by several groups or organizations. The GTWHI was the most favoured agency to share or benefit from the tourist fund collection.
- Lastly, the study found that there were three suggestions which had obtained more than 50% support from the managers to share the GTHCF. First, the managers chose to share the money from the GTHCF by paying back to the participating heritage sites. Secondly, the money should be used for long-term funding by the local stakeholders for the intangible cultural heritage conservation and thirdly, to finance heritage programmes proposed by the local stakeholders.

8.3.4 A Framework for the Management of the WTP Value of the Cultural Heritage for the Sustainable WHS Conservation in Malaysia

As discussed in Chapter Four of the research methodology, this framework has defined that heritage conservation should be an integrated component of the broader urban context and overall urban design policies as well as development programmes. The researcher of this study is of the view that an implementable management framework (see Table 8.1) of the WTP value of the cultural heritage for the sustainable WHS conservation in Malaysia could be workable.

This research study found that the established and tested principles of sustainability should be used in assessing any development or intervention within the heritage sites. The application of these principles of sustainability would add value and would also support the public and private actions aimed at preserving and enhancing the quality of the heritage site. The use of this mechanism has been aimed at infusing a culture where sustainability considerations could become a fundamental value in planning, design, policy-making and so on.

As Stubb (2004) and Rodwell (2007) have concluded that no management of cultural heritage was found to be sustainable unless it was economically, environmentally and socially viable. Therefore, the factors enhancing these three facets of sustainability needed to be explored and considered in sustainable management and planning of the heritage site. Based on these factors, the researcher found that there was a number of suggestions from the relevant literature analysis and the result findings of this research study regarding the positive support from the managers for the management of the WTP value of the cultural heritage for the sustainable GTWHS conservation.

This research study has found that the first factor needed to be explored was the stakeholders' attitude towards the WHS status, cultural tourism as a local resource as well as the conservation and management of the GTWHS. In general, this could give a fair view of the attitude of the interest groups with a stake towards the cultural heritage and development, general level of cultural knowledge and awareness of the community. The research study has found that there was a positive relationship between the principal stakeholders' attitude towards the WHS status and the cultural tourism as a local resource as well as the conservation and management of the GTWHS. This positive attitude of the principal stakeholders' towards the cultural heritage and development could contribute to

a collective sense of responsibility for a site and could enhance vital connections between the stakeholders and their heritage.

Whereas, for the management of the WTP value of the cultural heritage for the sustainable GTWHS conservation, most of the managers agreed to raise public awareness and building local pride in the WHS with the stakeholders through a conservation education campaign. They also agreed to increase awareness of the stakeholders towards WHS and its activities as well as policies in the tourism industry especially to the client of the industry. The managers also expressed the opinion that they should know the tourist more by conducting research through understanding their socio-demographic characteristics, perceptions, behaviour and motivations. This could help the visitors to understand the outcome of their actions and could enable them to behave in a manner that could generate minimal negative impacts on the heritage site, the hosts and the overall environment.

The second factor that needed to be considered was on the conservation and management of the cultural heritage. The stakeholders in this research study have indicated that the importance of preserving the non-use value of cultural heritage was highly pertinent. Even though the locals has shown a moderate attitude towards the GTWHS conservation management, they had also stated that one should wisely use the cultural heritage asset now so that their grandchildren could benefit from it. The local people should be informed and consulted on the matter relating to the development and future of the GTWHS as well as on matters relating to the use and management of the cultural tourism activities.

This research study found that most of the managers said that it was important to strike a balance between the needs of conservation, biodiversity, access, the interest of the local

community and the sustainable economic use of the WHS in its setting. For sustainable tourism development, the study found that most of the managers believed that they should find a fit between the community and tourism. However, the managers believed that they should preserve and protect the resources as well as establish collaboration between stakeholders in term of marketing the WHS together or managing the tourism flow which could have an impact on the local community thus benefitting and promoting intra-generational equity.

The third factor that needed to be deliberated was on the heritage interpretation and tourist management. Most of the managers agreed that they should provide appropriate information through thoughtful planning of tourist maps. The tourists' behaviour needed to be managed appropriately to minimize the misuse and disrespect of the heritage resources. The managers believed that they should explain to the tourists the significance of the heritage places they visited by focusing on the traditional lifestyles in order to help them feel a sense of the places. At the same time, they should communicate meanings and relationships through hands-on experiences and instructional media by carefully designing walking and driving tours.

They should provide an inclusion of variety and innovation experiences for the tourists by appealing to their different senses, providing different social experiences, using multiple physical setting and media. They also opined that there should be tourist control by helping them find their way around through providing a simple path, a comprehensive orientation system using signs and maps. The local community should be connecting with the tourists by engaging them, allowing them some degree of control by offering them choice and encouraging them in participating for their planned cultural activities.

The fourth factor was on funding and incentives for the heritage site conservation. This factor has been found to be among the most powerful tool that could be used to achieve successful sustainable conservation schemes. Even though the opportunities were there, it was found to be not long-term whereas a routine funding was required for the sustainability of the heritage assets. The cultural tourism activities could increase the individual residences' income such as by supplying goods and services to tourism enterprises by the local community. Offering more locally-made goods for sale to visitors would encourage visitors to spend more thus increase incomes for the local residents by promoting sales of goods and services to the visitors and tourists by the local community (informal economy). Therefore, local facilities, transportation and communications should be improved consequently.

The managers have expressed that tourism would increase job opportunities for local residents with employment such as in hotels and related enterprises. Tourism also would generate local tax revenues through enhancing tax and levy on tourism income or profits with proceeds benefitting directly the local community. In addition, the managers said that the local community could locally own small or medium scale tourism industries or community based-enterprises (formal economy) by the establishment and running of tourism enterprises. As a result investment stimulated by tourism in infrastructure works such as roads, could in turn benefit the local community.

And finally, the last factor in this research study that was found to be the most important was the community involvement and partnerships. Successful conservation was found not to rely only on the hard work of appropriately trained and well-informed individuals. In order to succeed in the longer term, conservation should have the active and enthusiastic support of a wide range of the local and community interests. By involving

the local communities and other stakeholders in the planning process, it might be possible to avoid some of the potential conflicts.

The capacity of all stakeholders to contribute to the management of the heritage resource was found to be fundamental to empowering the local communities and enhancing the equitable distribution of the benefits of that resource. The managers should encourage the stakeholders to define a purpose for their participation or be part of the revitalization of their community. The managers should provide a facilitator who was sensitive and trained in dealing with cross-cultural exchanges at all formal and informal public meetings as well as should be developing, sponsoring and co-planning relationship with community groups, ensuring them shared roles in developing agendas, setting goals together by providing leadership and outreach.

The managers should establish educational programmes or a repository to access data, or both, so that groups or individuals could obtain timely, accurate information that could enable them to have a meaningful influence in decision-making. The managers should define a decision-making process early so that potential stakeholders could decide how and when to participate and to what degree so as to make sure that every member of the revitalization team could understand the project through planned meetings that could be accessible and accommodating. The managers should have public interaction often and regularly throughout the revitalization process so as to be accessible to the community outside of public meetings and by signing a point of contact for the programmes or projects.

In order to succeed and achieve a sustainable management, these ideas (Table 8.1) should be internalized into the management plan of the GTWHS.

Table 8.1: A Framework for the Management of the WTP Value of the Cultural Heritage for the Sustainable GTWHS Conservation

Attitude, Cultural Knowledge and Awareness
<ul style="list-style-type: none"> • Raising public awareness and building pride in the WHS with the local community and visitor through a conservation education campaign • Building an increased awareness of the WHS and its activities as well as policies in the tourism industry and especially to clients of the industry • Knowing the tourists (e.g. conduct research and understand their characteristics, perceptions, behaviour)
<ul style="list-style-type: none"> • Protecting the WHS and its setting, including any buffer zone, from any inappropriate development • Striking a balance between the needs of conservation, biodiversity, access, the interest of the local community and the sustainable economic use of the WHS in its setting • Protecting the WHS where appropriate and possible through positive management • Protecting the WHS from climate change but ensuring that mitigation is not at the expense of authenticity or integrity • Focus on authenticity and quality where they should find a fit between the community and tourism • Preserve and protect resources • Makes site come alive • Find a fit between community and tourism • Establish collaboration between stakeholders in terms of marketing the WHS together or managing the tourism flow which could have an impact on the local community thus benefitting and promoting intra-generational equity.
Heritage Interpretation and Visitor Management
<ul style="list-style-type: none"> • Provide appropriate information (thoughtful planning of WHS maps) • Promote responsible behaviour (tourist behaviour needs to be managed to minimize misuse and disrespect of the heritage resources) • Explain to tourists the significance of the places visited (focus on traditional life to help them feel the 'sense of the place') Communicate meanings and relationships through hands-on experiences and instructional media (careful designing of walking and driving tours) • Inclusion of variety and innovation (e.g. appealing to different senses, providing different social experiences, using multiple physical settings and media) • Tourist control and helping them find their way around (e.g. simple paths, a comprehensive orientation system using signs and maps) • Connecting with the tourists (e.g. engage them, allow them with some degree of control by offering choices, encouraging participation)
Funding and Incentives
<ul style="list-style-type: none"> • Increase in job opportunities for local residents - employment of the local community in the tourism establishments (hotels and related enterprises) • Increase in income- supply of goods and services to the tourism enterprises by the local community. Offering more locally-made goods for sale to visitors helps increase the locals' incomes • Direct sales of goods and services to visitors by the local community (informal economy) • Establishment and running of tourism enterprises by the local community - locally-owned small/medium-scale tourism industries, or community-based enterprises(formal economy) • Generation of local tax revenues – enhance tax and levy on tourism income or profits and the proceeds benefitting directly the local community • Improve local facilities, transportation and communications • Investment in infrastructure (roads) stimulated by tourism which will in turn benefit the local community

Table 8.1: Continued

Community Involvement, Partnerships and Collaboration
<ul style="list-style-type: none">• Solicit individuals, especially those directly impacted by the revitalization project such as minority and low-income communities• Establish educational programmes or a repository to access data, or both, so that groups or individuals can obtain timely, accurate information that enables them to have a meaningful influence in decision-making• Encourage stakeholders to define a purpose for their participation or be part of the revitalization of their community• Define the decision-making process early, so that potential stakeholders can decide to participate and to what degree• Customize materials to ensure cultural sensitivity• Make sure that every member of the revitalization team understands the project• Provide a facilitator who is sensitive and trained in dealing with cross-cultural exchanges at all formal and informal public meetings• Provide timely and frequent (minimum of 2) announcements of public meetings through local media/flyers and also by identifying the sources where interested community members can get more information• Develop sponsoring and co-planning relationship with community groups, ensuring them shared roles in developing agendas, setting of goals, and providing leadership and outreach• Plan meetings that are accessible and accommodating• Have public interaction often and regularly throughout the revitalization process. Be accessible to the community outside of public meetings, and assign a point of contact for the programmes• Building the capacity of the site management to deal with tourism• Training local community members in tourism related activities so that they can participate and receive tourism benefits• Helping to market these cultural products through their promotion at the local, regional, national and international levels• Using tourism generated funds to supplement unmet conservation and protection costs at the sites• Spreading the lessons learnt to other sites and other protected areas in Malaysia

8.4 SIGNIFICANT CONTRIBUTIONS TO EXISTING KNOWLEDGE

Some significant contributions of this research study to the existing knowledge (literature) are explained in the following paragraphs:

- i. This research study has proved that economic valuation is one of the most effective ways for society to identify, assess, and decide on the relative value of the cultural heritage for the sustainable heritage site conservation. Involvement of the public in valuing the cultural heritage would be more influential in the sustainability of their heritage.

- ii. This research study has found that the stakeholders' attitude towards the WHS status, cultural tourism as a local resource is important in establishing a sustainable conservation and management of the GTWHS. This could give a fair view on the attitude of the interest groups with a stake towards the cultural heritage and development, common level of cultural understanding and consciousness of the public.
- iii. This research study has found that the local people have had a positive attitude towards the cultural heritage and development. This positive attitude could contribute to a collective sense of responsibility for a site and could improve relationships among the public and their tradition.
- iv. This research study has found that conserving the values of the cultural heritage should need to be recognized as part of any conservation development process and should be revisited, as situations could transform in ensuring that conservation interventions were found to be attentive and sensitive to the economic, social as well as physical conditions. Analyzing the values through a participatory process which have involved the various interest groups with a stake in a place or object could help promote the sustainability of the conservation efforts of the GTWHS.
- v. The research study has found that the heritage guides and visitor management were found to be a very important component of the sustainable heritage tourism in the GTWHS. A good interpretation of the heritage sites and proper management of the tourists could enhance the benefits from tourism and could also lessen the impact on both the sites and host communities. The direct interactions where the tourists might discover, experience and consume the

cultural history was found to be important to the sustainability of the cultural heritage assets of the GTWHS.

- vi. The research study has found that funding and incentives for the heritage site conservation is the most influential tool that could be used to achieve successful sustainable conservation schemes. Even though the opportunities were there, it was found to be not long-term whereas a routine funding was required for the sustainability of the heritage assets for the GTWHS. Cultural tourism, which has been described as cultural-based tourism that has aimed to reduce environmental impacts and to contribute to the economic development of the local communities has shown potentials and was responsible for successfully funding the conservation and SD programmes of the GTWHS.
- vii. This research study has found that in order to be successful in the longer term, conservation should have the active and enthusiastic support of a wide range of the local and community interests. Involving the local communities and other stakeholders in the planning process, it might be possible to prevent some of the potential conflicts. The ability of all stakeholders to support in the management of the heritage resource was found to be fundamental in empowering the local communities and developing the equitable distribution of the benefits of that resource for the GTWHS.

8.5 LIMITATIONS OF STUDY

Besides the fact that the research study has been carried out successfully, in the process of doing it the researcher has faced some problems that were beyond her control. The

researcher would sincerely hope that those problems could be considered as guidelines and considerations in doing other research studies in the future. Due to resource constraints (time and financial), this research study only managed to research into one case study the GTWHS, Penang; with returned and answered questionnaires by 295 local residents as well as 147 tourists and managed to structurally interview 16 managers. One of the most challenging and time consuming parts in the field research exercise was to interview the managers due to their busy schedules and limited time allocated in each interview. Thus the field research survey alone took about half a year to complete. However, based on the number of feedbacks and commitments received, it is more than sufficient to generalize the results and therefore, the result highlighted in this research study is hopefully found to be trustworthy to represent the population of the GTWHS.

8.6 SUGGESTIONS FOR FUTURE RESEARCH

In conclusion, for a more comprehensive sustainable management of a heritage site, a more extensive study needs to be undertaken. Thus, suggestions for future research in this topic are listed as below:

- An in depth evaluation of current practices of heritage site management for the heritage sites in Malaysia should be carried out by researchers. Indeed, this research study was based on one case study in one state in Malaysia only. In order to enhance research findings, a more thorough study needs to be carried out in every state in Malaysia where there are heritage sites. This will prove whether the problems of the heritage site management are similar or unique only to George Town based on the findings from the other states.

- Although the recommendation aspect was highlighted in the questionnaire and the results have shown that, it could be ‘implementable’, the details of the implementation aspects were not discussed because this recommendation would need to be studied in depth on the suitability and problems of implementation in real practice.

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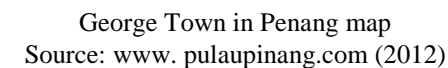
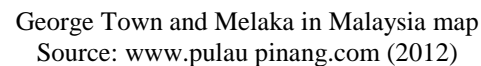
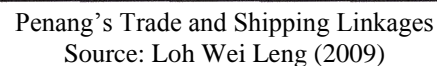
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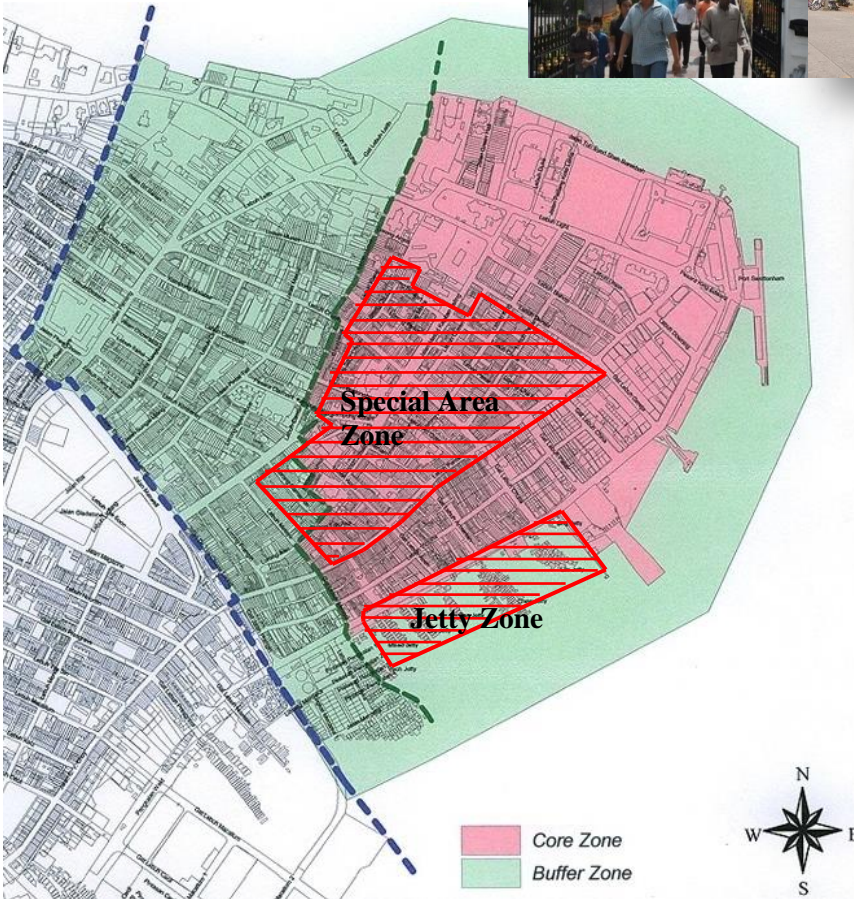
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332

MAP 2

STUDY AREA: GEORGE TOWN WHS CONSERVATION ZONE



Study Area within George Town WHS Conservation Zone

THE SPECIAL AREA ZONE



THE JETTY ZONE



The STUDY AREA (SPECIAL AREA AND JETTY AREA ZONE) has highest concentration of significant cultural sites and Category I buildings within the World Heritage Site. This zone contains one of the largest surviving ensembles of pre-War buildings in Southeast Asia—numbering nearly 1,000 and including vernacular and religious structures. Additionally, this area has maintained some first-generation brick buildings in the old historic core that date between 1790 and 1870. These include over 40 religious structures. The area consists of vibrant, multicultural historic communities where religious festivals and traditional lifestyles remain highly visible. Communities that have lived in this area for generations continue their unique traditions that have been passed down since George Town was an important colonial outpost, linking East and West, along the Straits of Malacca trade route.

SHOWCARD A: GEORGE TOWN AND ITS OUVs

GEORGE TOWN established as a British trading port in 1786, displays its vivid and varied cultural heritage through the array of buildings and architectural styles found along its streets. Malay, Chinese, Indian and European cultural influences are evident in the more than 5,000 houses, shops, schools, churches, mosques, temples and shrines.

On 7th July 2008, George Town were inscribed as a World Heritage Site validating their outstanding 'cultural heritage'. The built and living environment of this 'historic port cities on the Straits of Malacca' reflect the unique coming together of multi-cultural elements from the Malay Archipelago, India, China and Europe to create an architectural and cultural townscape unparalleled in the world today.

UNESCO assessed **3 OUTSTANDING UNIVERSAL VALUES (OUVs)** which highlights to the **WORLD** a rare example of 'multiculturalism', forged from the unique 'meeting' of various cultures at the historic ports cities of George Town. The built and living environment in George Town is testimony of the meeting and layering of various sub-cultures from India, China, the Malay Archipelago and Europe.

OUV 1: Outstanding Multicultural Trading Town in East and Southeast Asia



OUV 2: Outstanding Multicultural Living Traditions



OUV 3: Outstanding Multicultural Architectural Landscape

SHOWCARD B

THE IMPORTANCE OF THE CULTURAL HERITAGE OF GEORGE TOWN AS A WORLD HERITAGE SITE OF GLOBAL SIGNIFICANCE

Cultural heritage includes historic buildings, sites, cultures and other invaluable assets as well as tangible and intangible assets that have distinguished elements that have encapsulated the nation's soul and spirit. Cultural heritage is an inheritance of a nation, an ethnic group and more broadly, of all human beings. Ultimately, heritage sites, buildings, natural environment and traditional activities have been found to be of paramount importance for each nation and country. However, conscious or unconsciously most of these cultural heritage characteristics which have been established all over the world are basically facing similar problems which have gradually led to their deterioration today. Currently, the cycles of development in most of the heritage sites in Malaysia particularly in the urban areas were found to be not balanced. Generally, such heritage site could have undergone numerous changes which would affect the sustainability of these heritage sites. The major changes in these heritage sites which dated from the last three decades of the 20th century were found to be due to industrialization, economic growth and subsequent rapid urbanization.

George Town has 259.42 hectares of heritage area (the core and buffer conservation zone) of rich cultural heritage all around in the inner city area. Within this heritage area, there are more than 5000 historic buildings which are aligned on four main streets of Weld Quay, Lebuh Pantai, Jalan Masjid Kapitan Keling and Love Lane besides other perpendicular streets such as Jalan Tun Syed Barakbah, Lebuh Light, Lebuh Bishop, Lebuh Gereja, Lebuh China, Lebuh Pasar, Lebuh Chulia, Lebuh Armenian and Lebuh Acheh. The study area (Special Area and Jetty Area zone), which are the sole focus of this study, are located at the core conservation zone of the George Town World Heritage Site (WHS). The areas consist of vibrant, multicultural historic communities where religious festivals and traditional lifestyles remain highly visible. Even though today these areas have survived at least in part, however they are often encircled and dwarfed by suburban development. (Showcard C Scenario A shows the present state of affairs at the George Town WHS). If the present trends continue to persist, at least some of these cultural heritage assets may disappear and would be lost forever.

A Special Area Plan prepared by the UNESCO Malaysia World Heritage Office under the Ministry of Information, Communications and Culture for George Town WHS recommended that: **'THE WHOLE OF GEORGE TOWN WHS CONSERVATION ZONE SHOULD BE DESIGNATED AS A DYNAMIC HISTORIC LIVING CITY'** The strategies and actions should be undertaken in ensuring that the OUVs of WHS is conserved and transmitted to future generation, whilst at the same time supporting the vision for sustainable growth of the heritage city.

That is it should be protected. The benefits of this would include:

- Maintenance of heritage buildings character,
- Conservation of the George Town's traditional townscape character and provision of spaces for traditional daily activities,
- George Town would continue to be productive and vibrant living city with their traditional formal and informal street activities.

SHOWCARD C – Scenario A (Present state of affairs 1) OLD HISTORIC NEIGHBOURHOODS IN THIS HISTORIC CITY ARE IN DANGER OF BEING DEMOLISHED IN THE NAME OF URBANIZATION PROGRESS

George Town has maintained its original city plan but, like most historic urban centres, faces development pressures. Many of the city's vernacular buildings had been protected by default through the Rent Control Act of 1966, which made the eviction of tenants difficult and provided no incentive from landlords to alter, demolish or reconstruct buildings.

However, in January 2000, the Rent Control Act was repealed and the streetscape began to change in order to fulfil the needs of modern development. Many old historic neighbourhoods in this historic city are in danger of being demolished in the name of the urbanization progress. Many single, young urban professionals had fled the heritage inner city because they considered life there was rather dull. They had preferred condominium living in the urban fringes equipped with modern facilities, rather than staying in shop houses with air-well ventilation. All these state of affairs have resulted some of the pre-war houses in neglected or dilapidated condition.



View of George Town inner city. There are many new developments with high-rise building grow at the urban fringes in order to cater the needs of urbanization progress.



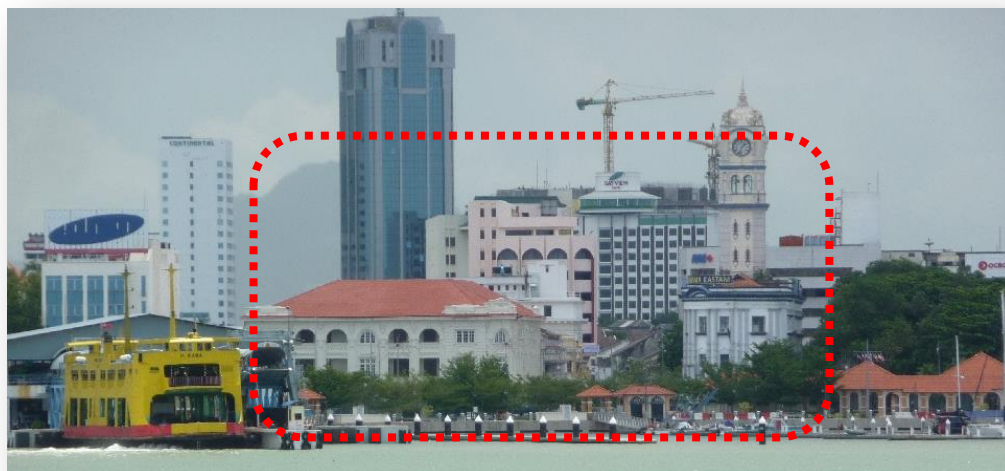
Dilapidated heritage buildings - The abolition of Rent Control Act since Jan 2000, inner city residents of George Town moved out due to rent increase and urban decay set in resulting some of the pre-war houses in abandoned or dilapidated conditions.

SHOWCARD C – Scenario A (present state of affairs 2)

CHANGING OF BUILDING USE, DEMOLISHING AND TRANSFORMING THE HERITAGE BUILDING INTO NEW MODERN BUILDING TOTALLY CHANGE THE TRADITIONAL TOWNSCAPE CHARACTER

URBAN HERITAGE CONSERVATION AS AN OBSTACLE FOR ECONOMIC GROWTHS – changing of building use, demolishing and transforming the heritage building into new modern building totally change the inner city traditional townscape character. The listing of George Town as World Heritage Site was accompanied by stringent protective measures that forbid new development and any changes that may destroy the unique architecture, culture and townscape. Proponents of heritage conservation emphasize its cultural, aesthetic, educational, environmental, social and historical benefits.

However, many still regard urban conservation as an obstacle for economic growths where the development of economic benefits such as jobs, household income and business profits are more important. Heritage buildings have been demolished and transformed into mix development project comprises of a hotels, office blocks, retail shops and apartments. This becomes a new urban village in George Town which totally changes the inner city traditional townscape character.



Left:
Proposed
Penang's
Rice Miller
Weld Quay
Development
at GTWHS



Top: A row of 11 units of 80 years old shop houses at Khoo Sian Ewe Road off Burma Road with a total land area of 12,949 sq ft. was sold recently for RM 4 Million to an institutional buyer from Kula Lumpur.



Right: A swiflet house at heritage building in inner city area of George Town, Penang

SHOWCARD C – Scenario A (present state of affairs 3) LOSING GROUND FOR TRADITIONAL ACTIVITIES AND WAY OF LIFE

THE TRADITIONAL RESIDENCES AND BUSINESS BEING SOLD AND CONVERTED TO BOUTIQUE HOTELS, SOUVENIR SHOPS, TRENDY PUBS AND RESTAURANTS, CATERING TO THE TOURIST TRADE.

Some are optimistic that along with conservation, the economy will also grow due to the increase in cultural tourism that in the end bring jobs and businesses. This, however, many lead to the traditional residences and business being sold and converted to boutique hotels, souvenir shops, trendy pubs and restaurants, catering to the tourist trade as well as the displacing of local residents who will hence not be able to participate in and benefit from this development, while the old trades, communities, traditions and life styles may be destroyed by this gentrification process.



Previously all these premises were used by goldsmith for selling the jewellery, now it has been transformed into money changers at Jalan Masjid Kapitan Kling



The traditional residences and businesses being sold and converted to boutique hotels, souvenir shops, trendy pubs and restaurants catering to the tourist trade.

SHOWCARD C – Scenario B (Proposed management plan 1)

TO IMPROVE THE GEORGE TOWN'S APPEARANCE BY REPAINTING AND CLEANING UP BUILDINGS, MONUMENTS, STREETS, INFRASTRUCTURE AND PUBLIC SPACES.



Little India



View at Lebuh Aceh and Masjid Lebuh Aceh – Heritage buildings properly renovated and maintained



View at Jalan Masjid Kapitan Kling/ Kampong Kolam/ Yap Kongsı – improvement of streetscape, road and infrastructure

SHOWCARD C – Scenario B (Proposed management plan 2) TO PRESERVE THE GEORGE TOWN’S TRADITIONAL TOWNSCAPE CHARACTER, SPACES FOR TRADITIONAL DAILY ACTIVITIES AND HERITAGE BUILDINGS CHARACTER.



Traditional trading activities – grocery shop



Traditional transportation - trishaw



Colonial building and monument – the British legacy



Chew Jetty at Pengkalan Weld



Friday prayer at Masjid Kapitan Kling



Street hawkers

SHOWCARD C – Scenario B (Proposed management plan 3) TO ENSURE THAT THE GEORGE TOWN WOULD CONTINUE TO BE PRODUCTIVE AND VIBRANT LIVING CITY WITH THEIR TRADITIONAL FORMAL AND INFORMAL STREET ACTIVITIES

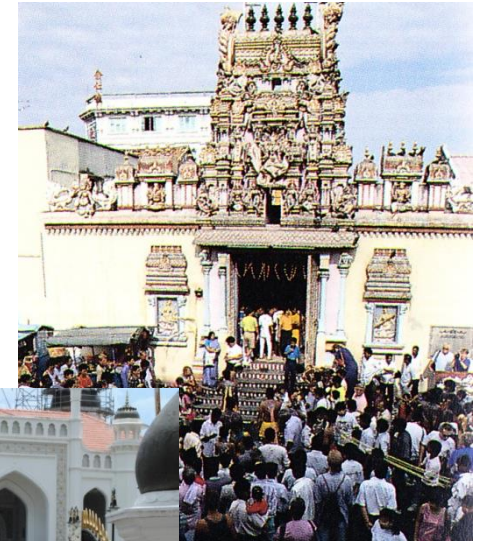


Restaurant selling Nasi Kandar – a famous local delicacy

Traditional townhouse- place for traditional formal activities of local community



Traditional trades activities



Religious activities at Sri Mahamariamman temple



Religious activities at Masjid Kapitan Kling (during Friday prayer)



Religious activities at Chinese Temple

CONFIDENTIAL

**TO THE RESPONDENT**Date: 10th February 2012

Dear Sir/Madam,

RE: STAKEHOLDERS' ATTITUDE ON THE WILLINGNESS TO PAY VALUE OF THE CULTURAL HERITAGE FOR THE GEORGE TOWN WORLD HERITAGE SITE, PENANG

The above survey is conducted by **Noor Fazamimah Mohd Ariffin**, Matric no. BHA 100008, PhD candidate in Conservation Studies from the Department of Architecture, Faculty of Built Environment, University of Malaya, Kuala Lumpur.

The purpose of this survey is to collect information on the stakeholders' perception on World Heritage Site (WHS) designation, cultural tourism activities and heritage management in historic city of George Town, Penang, with the aim of perceiving the stakeholders' perception on the WHS designation, the non-use value of the cultural heritage, interest and knowledge in heritage conservation, benefits of heritage conservation and cultural tourism as well as tourism development of the study area.

Your participation in this survey is much needed and, it is on a voluntary basis. You are kindly requested to complete the attached questionnaire survey. The questionnaire consists of 5 pages and will take approximately 10-15 minutes to complete. I would like to assure you that **your responses will be treated with strict confidentiality and this is strictly for academic purposes only.**

I hope you will find the questionnaire interesting and thought-provoking. Thank you for your time and participation. If you have any queries regarding this survey, please feel free to contact:

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Yours faithfully,

.....
Associate Professor Dr. Yahaya Ahmad
 Supervisor 1
 Faculty of Built Environment
 University of Malaya

.....
Associate Professor Dr. Anuar Alias
 Supervisor 2
 Faculty of Built Environment
 University of Malaya



STAKEHOLDERS' ATTITUDE ON THE WILLINGNESS-TO-PAY VALUE OF THE CULTURAL HERITAGE FOR THE GEORGE TOWN WORLD HERITAGE SITE, PENANG

PART A: GENERAL ATTITUDE AND BEHAVIOUR

1 Strongly disagree; **2** Disagree; **3** Partially agree; **4** Agree; **5** Strongly agree

A1	Attitude towards the UNESCO World Heritage Site Status in George Town					
1.	The UNESCO World Heritage Site status has shown that our cultural heritage has been recognized as having international importance.	1	2	3	4	5
2.	The UNESCO World Heritage Site status has inspired positive changes in the local people's life.	1	2	3	4	5
3.	The UNESCO World Heritage Site status has played an important role in protecting the identity of our cultural heritage for future generations.	1	2	3	4	5
4.	The UNESCO World Heritage Site status has increased the community spirit and local pride towards your place and culture.	1	2	3	4	5
5.	The UNESCO World Heritage Site status has played an important role in attracting more visitors to George Town.	1	2	3	4	5
6.	The UNESCO World Heritage Site status has given positive impact to the business sector in George Town.	1	2	3	4	5
7.	The UNESCO World Heritage Site status has increased the value of the buildings in the George Town Heritage Conservation Zone.	1	2	3	4	5
8.	The UNESCO World Heritage Site status has limited the economic development of the local people in George Town.	1	2	3	4	5
9.	The UNESCO World Heritage Site status has limited the physical development in George Town.	1	2	3	4	5
10.	The UNESCO World Heritage Site status has triggered your interest in the volunteer programmes of heritage conservation in George Town.	1	2	3	4	5
11.	The UNESCO World Heritage Site status has appealed to the World Community to play a part in the George Town heritage site's conservation.	1	2	3	4	5
12.	The UNESCO World Heritage Site status has increased your awareness and knowledge of the significance of George Town as a UNESCO World Heritage Site.	1	2	3	4	5

A2	Attitude towards Cultural Tourism and it's benefits for the Conservation of George Town World Heritage Site					
1.	The cultural tourism has led to more investments.	1	2	3	4	5
2.	The cultural tourism has created more job opportunities.	1	2	3	4	5
3.	The standard of living has improved considerably by this cultural tourism.	1	2	3	4	5
4.	Meeting tourists is a valuable experience.	1	2	3	4	5
5.	The cultural tourism has encouraged a variety of cultural activities by the local people.	1	2	3	4	5
6.	The cultural tourism has an undesirable effect on your way of life.	1	2	3	4	5

7.	The cultural tourism has disturbed our daily privacy in this World Heritage Site.	1	2	3	4	5
8.	The cultural tourism development has improved the appearance of George Town.	1	2	3	4	5
9.	The cultural tourism has provided an incentive for the local cultural heritage restoration programme.	1	2	3	4	5
10.	The tourism development has resulted in crowded public places, traffic congestion, air and noise pollution.	1	2	3	4	5
11.	The cultural tourism activities have caused many changes in building use.	1	2	3	4	5

A3 Views on the Importance of Preserving the Non-Use Value of the Cultural Heritage in George Town						
1.	It is important to do conservation of the George Town World Heritage Site so that me or my family can continuously benefit in the future.	1	2	3	4	5
2.	It is important to do conservation of the George Town World Heritage Site so that outsider can assess and appreciate the values and significance of our cultural heritage in the future.	1	2	3	4	5
3.	It is important to do conservation of the George Town World Heritage Site so as to conserve the uniqueness of our cultural heritage.	1	2	3	4	5
4.	It is important to do conservation of the George Town World Heritage Site as it would strengthen the identity of this historic town.	1	2	3	4	5
5.	It is important to do conservation of the George Town World Heritage Site as it would contribute to the cultural and historic significance of the place.	1	2	3	4	5
6.	It is important to do conservation of the George Town World Heritage Site as it would give us the opportunity to conserve our legacy for the future generations.	1	2	3	4	5

A4 Views on the Conservation Management of the George Town UNESCO WHS						
1.	We should wisely make use of the cultural heritage asset now, so that our grandchildren may benefit from it.	1	2	3	4	5
2.	Do you believe that the heritage assets could be sustained with the current management practices?	1	2	3	4	5
3.	We have more important things to think about than the loss of the cultural heritage site.	1	2	3	4	5
4.	There is a formal channel of communication for discussing the local cultural heritage management activities.	1	2	3	4	5
5.	There is a programme introduced by the managing bodies in generating income for the cultural heritage conservation?	1	2	3	4	5
6.	Do these programmes benefit you in preserving your cultural heritage?	1	2	3	4	5
7.	Do you agree that the local people should be informed and consulted on matters relating to the development and future of George Town?	1	2	3	4	5
8.	Do you agree that the local people should be consulted on matters relating to the use and management of the cultural tourism activities?	1	2	3	4	5
9.	Do you agree that the present political system is conducive to stakeholders' collaboration in the cultural heritage conservation?	1	2	3	4	5
10.	Do you agree that limited funding has bothered stakeholders' collaboration in the cultural heritage conservation?	1	2	3	4	5

PART B: USES OF THE GOODS

1.	Tenancy status	1	Owner
		2	Tenant
2.	Types of the goods	1	Shops
		2	House/townhouse
		3	Shop house
	If shop/shop-house, Please specify type of business:		
3.	What is your level of satisfaction in the daily living in George Town?	1	Strongly not satisfied
		2	Not satisfied
		3	Partially satisfied
		4	Satisfied
		5	Strongly satisfied
4.	What aspects do you like best about your daily living in George Town?	1	Inheritance house/building
		2	Culture
		3	Economy
		4	Environment
		5	Others, Please specify:
5.	Are you likely to live in George Town within the next 5 years?	1	Yes
		0	No

PART C: THE VALUATION SCENARIO

Generally, the George Town World Heritage Site with their historic sites, buildings, natural environment and traditional activities are of paramount importance to our nation and country (SHOWCARD A). However, today conscious or unconsciously most of these attributes which have established uniqueness in George Town are basically facing problems which gradually lead to their deterioration (SHOWCARD B). Their loss is a serious diminution and perhaps irreplaceable (SHOWCARD C). Obviously, the management and protection of these attributes would cost money and people would have to contribute their share of the costs on a continuing basis if they want to enjoy the benefits and the protection these attributes will offer. As such, suppose that in order to protect these attributes, your household is asked to contribute **MONTHLY/ANNUALLY** to the **GEORGE TOWN HERITAGE CONSERVATION FUND**. This contribution is to be used for no other purposes than preserving and managing the George Town World Heritage Site.

C1	Establishment of The George Town Heritage Conservation Fund		
1.	Do you agree with the setting up of the GEORGE TOWN HERITAGE CONSERVATION FUND for the management and protection of the George Town cultural heritage?	1	Yes
		0	No
2.	If 'YES', who do you think should manage the Fund? Choose ONE option.	1	A non-profit organization or local community committee
		2	A private organization
		3	Co-operation between the Government and the private sector – World Heritage Office
3.	If 'NO', Please state your reason		

C2		Payment Vehicles		
1.	Please circle the most preferred method of collections. Choose any ONE option.	1	A tax payment - ANNUALLY	
			a.	Exemptions from income Tax
			b.	Discount on State Quit Rent
		c.	Discount on Assessment Fee	
		2	A voluntary donation - ANNUALLY collected by the management of the George Town Heritage Conservation Fund	
3	A voluntary donation - MONTHLY collected by the management of the George Town Heritage Conservation Fund.			
4	Others, Please specify			
C3		The Willingness-to-pay Value For The George Town WHS Conservation		
<p>Please think for a second about how much this would be worth to you and your household in order to contribute to the George Town Heritage Conservation Fund for the management and protection of George Town World Heritage Site.</p> <p>Please keep in mind:</p> <ul style="list-style-type: none"> This interview is on the conservation issues in George Town WHS only, not on other issues or areas around the country that you may be concerned about; Your own personal income is limited and has important alternative uses; There are no right or wrong answers and you should answer on behalf of your household. 				
1.	How much you would pay for the management and conservation of George Town World Heritage Site?	Ringgit Malaysia (RM)...../year		
2.	When most households are willing to pay RM20.00 per year for the management and conservation of the George Town World Heritage Site. Are you willing to pay? If 'YES', please answer question C3 (3) ; If 'NO', please answer question C3 (4)	1	Yes	
		0	No	
3.	Based on the assumption that your household is willing to pay RM50.00 per year for the management and conservation of the George Town World Heritage Site. Are you willing to pay? If 'YES', please answer question C3 (5) , If 'NO', please answer question C3 (5)	1	Yes	
		0	No	
4.	Based on the assumption that your household is willing to pay RM15.00 per year for the management and conservation of George Town World Heritage Site. Are you willing to pay? If 'YES', please answer question C3 (5) ; If 'NO', please answer question C3 (5) .	1	Yes	
		0	No	
5.	What would be the highest amount you are willing to pay for the management and conservation of the George Town World Heritage Site? The HIGHEST amount is..... /year	Ringgit Malaysia RM..... /year		
C4		REASONS TO PAY		
Question C4 to be answered only if the respondent stated POSITIVE Willingness-to-pay				
1.	Reasons for Respondents' Willingness-to-pay. Choose THREE (3) answers in ranking order.		For my own benefit.	
			For society as a whole - the local people's life, identity, community spirit and local pride.	
			For my future generations – bequest value.	
			For the pride of our nation – remembering historic events of our nation, image and recognition of the site.	
			As one of the proposed plans for a sustainable historic landscape.	

C5	REASONS NOT TO PAY Question C5 to be answered only if the respondent stated ZERO Willingness-to-pay																	
1.	Reasons for Respondents' Non-willingness-to-pay. Choose FOUR (4) answers in ranking order.	<table border="1"> <tr><td></td><td>I have no spare income, otherwise I would contribute.</td></tr> <tr><td></td><td>I feel the restoration of this historic heritage place is unimportant.</td></tr> <tr><td></td><td>I do not believe paying will solve the problem.</td></tr> <tr><td></td><td>I think it is the government's responsibility.</td></tr> <tr><td></td><td>I would rather tolerate the current situation than pay.</td></tr> <tr><td></td><td>I feel that the users should pay.</td></tr> <tr><td></td><td>I believe that improvement will take place even without my contribution.</td></tr> <tr><td></td><td>I believe that we cannot place a monetary value on cultural heritage.</td></tr> </table>		I have no spare income, otherwise I would contribute.		I feel the restoration of this historic heritage place is unimportant.		I do not believe paying will solve the problem.		I think it is the government's responsibility.		I would rather tolerate the current situation than pay.		I feel that the users should pay.		I believe that improvement will take place even without my contribution.		I believe that we cannot place a monetary value on cultural heritage.
	I have no spare income, otherwise I would contribute.																	
	I feel the restoration of this historic heritage place is unimportant.																	
	I do not believe paying will solve the problem.																	
	I think it is the government's responsibility.																	
	I would rather tolerate the current situation than pay.																	
	I feel that the users should pay.																	
	I believe that improvement will take place even without my contribution.																	
	I believe that we cannot place a monetary value on cultural heritage.																	

PART D: SOCIO-ECONOMIC BACKGROUND

1.	Gender	0	Male	1	Female		
2.	Age	1	21- 30	2	31- 40	3	41-50
		4	51-60	5	≤ 61		
3.	Race	1	Malay	2	Chinese	3	Indian
		4	Others, please specify:				
4.	Religion	1	Islam	2	Buddhism	3	Hinduism
		4	Christianity	5	Others:.....		
5.	Educational Level	1	No formal education	2	Primary	3	SRP/ PMR
		4	SPM	5	Diploma Degree	6	Bachelor Degree
6.	How many members are there in your household?	1	< 5 persons	2	6 – 10 persons	3	>10 persons
7.	Total household's gross monthly income	0	No income	1	<RM500	2	RM501- RM1000
		3	RM1001-RM1500	4	RM1501- RM2000	5	RM2001- RM3000
		6	RM3001-RM4000	7	RM4001-5000	8	RM5001- RM6000
		9	> RM6000				
8.	Occupation	1	Civil servant	2	Non-government employee	3	Businessmen
		4	Students	5	Others		
9.	Location, please specify						

END OF INTERVIEW
THANK YOU FOR YOUR COOPERATION IN THIS RESEARCH

CONFIDENTIAL

**TO THE RESPONDENT**Date: 10th February 2012

Dear Sir/Madam,

RE: STAKEHOLDERS' ATTITUDE ON THE WILLINGNESS-TO-PAY VALUE OF THE CULTURAL HERITAGE FOR THE GEORGE TOWN WORLD HERITAGE SITE, PENANG

The above survey is conducted by **Noor Fazamimah Mohd Ariffin**, Matric no. BHA 100008, PhD candidate in Conservation Studies from the Department of Architecture, Faculty of Built Environment, University of Malaya, Kuala Lumpur.

The purpose of this survey is to collect information on the stakeholders' perception on World Heritage Site (WHS) designation, cultural tourism activities and heritage management in historic city of George Town, Penang, with the aim of perceiving the stakeholders' perception on the WHS designation, the non-use value of the cultural heritage, interest and knowledge in heritage conservation, benefits of heritage conservation and cultural tourism as well as tourism development of the study area.

Your participation in this survey is much needed and, it is on a voluntary basis. You are kindly requested to complete the attached questionnaire survey. The questionnaire consists of 4 pages and will take approximately 10-15 minutes to complete. I would like to assure you that **your responses will be treated with strict confidentiality and this is strictly for academic purposes only.**

I hope you will find the questionnaire interesting and thought-provoking. Thank you for your time and participation. If you have any queries regarding this survey, please feel free to contact:

Noor Fazamimah Mohd Ariffin
 BHA 100008
 Department of Architecture
 Faculty of Built Environment
 University of Malaya
 50603 Kuala Lumpur
 Contact no.: 012-3905569
 Email: fazahamid7472@gmail.com

Yours faithfully,

.....
Associate Professor Dr. Yahaya Ahmad
 Supervisor 1
 Department of Architecture
 Faculty of Built Environment
 University of Malaya

.....
Associate Professor Dr. Anuar Alias
 Department of Estate Management
 Faculty of Built Environment
 University of Malaya



STAKEHOLDERS' ATTITUDE ON THE WILLINGNESS-TO-PAY VALUE OF THE CULTURAL HERITAGE FOR THE GEORGE TOWN WORLD HERITAGE SITE, PENANG

PART A: GENERAL ATTITUDES AND BEHAVIOUR

1 Strongly disagree; **2** Disagree; **3** Partially agree; **4** Agree; **5** Strongly agree

A1	Attitude towards the UNESCO World Heritage Site Status in George Town					
1.	The UNESCO World Heritage Site status has shown that cultural heritage in George Town has been recognized as having international importance.	1	2	3	4	5
2.	The UNESCO World Heritage Site status is important to continue the traditions of this community.	1	2	3	4	5
3.	The UNESCO World Heritage Site status is important to protect the identity of the local cultural heritage for future generations.	1	2	3	4	5
4.	The UNESCO World Heritage Site status has attracted you to visit George Town.	1	2	3	4	5
5.	The UNESCO World Heritage Site status has improved cultural exchanges between the local community and visitors.	1	2	3	4	5
6.	Visit to the George Town World Heritage Site has developed your knowledge and awareness in heritage conservation generally.	1	2	3	4	5
7.	The UNESCO World Heritage Site status has triggered my interest in the heritage conservation in George Town.	1	2	3	4	5

A2	Attitude towards Cultural Tourism and its benefits for the Conservation of the George Town WHS					
1.	The economic values of the cultural heritage in George Town are increased because of this cultural tourism.	1	2	3	4	5
2.	The arrival of tourists has granted economic benefits to the local community in preserving the value of cultural heritage in George Town.					
3.	The world heritage site status has encouraged me to spend more money to recognize the value of the cultural heritage in George Town.	1	2	3	4	5
4.	The cultural tourism industry can play an important role in building a sustainable economy for George Town.	1	2	3	4	5
5.	The cost of my trip to this World Heritage Site is expensive/high?	1	2	3	4	5
6.	Meeting the local community is a valuable experience for me.	1	2	3	4	5
7.	I am happy and proud to see what the local community has to offer.	1	2	3	4	5
8.	Cultural tourism has encouraged a variety of cultural activities by the local community.	1	2	3	4	5
9.	Cultural tourism has helped to preserve the cultural identity of the local community.	1	2	3	4	5
10.	Do you feel that your arrival to this World Heritage Site will affect the daily privacy of the local residents?	1	2	3	4	5

11.	Cultural tourism can provide an incentive for the local cultural heritage restoration programme.	1	2	3	4	5
12.	Cultural tourism development can improve the appearance of George Town.	1	2	3	4	5
13.	Tourism could causes George Town to have crowded public places, traffic congestion, air and noise pollution.	1	2	3	4	5
14.	Do you feel that you have experienced the authenticity of the cultural heritage here in this World Heritage Site?	1	2	3	4	5

A3. Views on the Importance of Preserving the Non-Use Value of the Cultural Heritage in George Town						
1.	It is important to do conservation of the George Town World Heritage Site so that me or my family can visit them in the future.	1	2	3	4	5
2.	It is important to do conservation of the George Town World Heritage Site so that others can visit and appreciate the values and significance of the cultural heritage in the future.	1	2	3	4	5
3.	It is important to do conservation of the George Town World Heritage Site so as to conserve the uniqueness of the local cultural heritage.	1	2	3	4	5
4.	It is important to do conservation of the George Town World Heritage Site as it would strengthen the identity of this historic town.	1	2	3	4	5
4.	It is important to do conservation of the George Town World Heritage Site as it would contribute to the cultural and historic significance of the place.	1	2	3	4	5
5.	It is important to do conservation of the George Town World Heritage Site as it would give us the opportunity to conserve our legacy for the future generations.	1	2	3	4	5

PART B: USES OF THE GOODS

1.	What was the main purpose of your visit to George Town? Choose any ONE option by ticking (/) the box.	1	Visiting friends and relatives
		2	Holiday/leisure/relaxation–outdoor and nature activities
		3	Business–conventions/seminars/meetings
		4	Cultural and heritage –historical building, historical sites and cultural activities
		5	Shopping
		6	Education and Medical Treatment
		7	Others, please specify:.....
2.	Have you ever visited George Town before?	1	Yes
		0	No
3.	What is your level of satisfaction with your visit to George Town?	1	Strongly not satisfied
		2	Not satisfied
		3	Partially satisfied
		4	Satisfied
		5	Strongly satisfied
4.	What aspects do you like best about your visit in George Town? Choose THREE (3) answers in ranking order.		Architecture of heritage buildings
			Multi-cultural living environment
			Recreational and shopping facilities
			Historical and background
			Infrastructure, local food and shelter
			Others, please specify:.....
5.	Are you likely to visit George Town again in the next 5 years?	1	Yes
		0	No

PART C: THE VALUATION SCENARIO

Generally, the George Town World Heritage Sites with their historic sites, buildings, natural environment and traditional activities are of paramount importance to our nation and country. However, today conscious or unconsciously most of these attributes which have established uniqueness in George Town are basically facing problems which gradually lead to their deterioration. Their loss is a serious diminution and perhaps irreplaceable. Obviously, the management and protection of these attributes would cost money and people would have to contribute their share of the costs on a continuing basis if they want to enjoy the benefits and the protection these attributes will offer. As such, in order to protect these attributes, you are asked to contribute **A FEE** to the **GEORGE TOWN HERITAGE CONSERVATION FUND**. This contribution is to be used for no other purposes than preserving and managing the George Town World Heritage Site.

C1. PAYMENT VEHICLES

1.	Please circle the most preferred method in donating your money to the George Town Heritage Conservation Fund . Choose any ONE option.	1	Airport tax
		2	Hotel service tax
		3	Heritage building admission fee
		4	Conservation Zone Entry Ticket
		5	Others, please specify

C2. The Willingness-to-pay Value for the George Town Cultural Heritage Conservation

Please think for a second about how much this would be worth for you and your family in order to contribute to the **George Town Heritage Conservation Fund** for the management and protection of the George Town World Heritage Site.

Please keep in mind:

- This interview is on the conservation issues of the George Town Heritage Site only, not on other issues or areas around the country that you may be concerned about;
- Your own personal income is limited and has important alternative uses;
- There are no right or wrong answers and you should answer for yourself.

1.	How much you would pay for the management and protection of the George Town World Heritage Site?	Ringgit Malaysia (RM)...../visit	
2.	Are you willing to pay RM15.00 per visit for the management and protection of the George Town World Heritage Site? If 'YES', please answer question C2 (3) ; If 'NO', please answer question C2 (4) .	1	Yes
		0	No
3.	Based on the assumption that you are willing to pay RM20.00 per visit for the management and protection of the George Town World Heritage Site. Are you willing to pay? If 'YES', please answer question C2 (5) , If 'NO', please answer question C2 (5)	1	Yes
		0	No
4.	Based on the assumption that you are willing to pay RM10.00 per visit for the management and protection of the George Town World Heritage Site. Are you willing to pay? If 'YES', please answer question C2 (5) ; If 'NO', please answer question C2 (5) .	1	Yes
		0	No
5.	What would be the highest amount you are willing to pay for the management and protection of the George Town World Heritage Site? The HIGHEST amount is...../visit	Ringgit Malaysia RM...../visit	

C3. REASONS TO PAY

Question C4 to be answered only if the respondent stated **POSITIVE** Willingness-to-pay

1.	Reasons for Respondents' Willingness-to-pay Choose FOUR (4) answers in ranking order.		For my own benefit
			For society as a whole - the local people's life, identity, community spirit and local pride
			For future generations – bequest value
			For remembering historic events of the nation
			As one of the proposed plans for a sustainable historic landscape
			As a contribution to manage a sustainable historic cultural tourism area

C4. REASONS NOT TO PAY	
Question C5 to answer only if the respondent stated ZERO Willingness-to-pay	
1. Reasons for Respondents' Non-willingness-to-pay Choose FOUR (4) answers in ranking order.	I have no spare income, otherwise I would contribute
	I feel the restoration of this historic heritage place is unimportant
	I do not believe paying will solve the problem
	I think it is the government's responsibility
	I would rather tolerate the current situation than pay
	I feel that the users should pay
	I believe that improvement will take place without my contribution
	I believe that we cannot place a monetary value on a cultural heritage

C5. Do You Feel The Information Presented To You So Far In This Interview Has: Choose any ONE option.	
Changed your preferences about whether extra resources should be spent on cultural heritage protection	1
Merely given you more information than you had before	2
Both informed you and changed your preferences	3
Had no effect	4

PART D: SOCIO-ECONOMIC BACKGROUND

1.	Gender	0	Male	1	Female
2.	Age	1	<21 yrs	2	21yrs- 30yrs
		3	31yrs- 40yrs	4	41yrs – 50yrs
		5	51yrs – 60yrs		
3.	Educational Level	1	High school	2	College certificate
		3	Degree	4	Master and above
		5	Professional certificates		
4.	Total household's gross monthly income USD/Month	1	≤\$1500	2	\$1500-\$3000
		3	\$3000-\$4500	4	\$4500-\$6000
		5	≥\$6000		
5.	Profession	1	Civil servant	2	Non-government employee
		3	Business	4	Students
		5	Others		
6.	Country of origin				
7.	Accommodation				
8.	Length of stay				

END OF INTERVIEW
THANK YOU FOR YOUR COOPERATION IN THIS RESEARCH

CONFIDENTIAL

**TO THE RESPONDENT**Date: 10th June 2012

Dear Sir/Madam,

RE: ASSESSING THE WILLINGNESS-TO-PAY VALUE AND ITS MANAGEMENT FOR THE GEORGE TOWN WORLD HERITAGE SITE, PENANG

The above survey is conducted by **Noor Fazamimah Mohd Ariffin**, Matric no. BHA 100008, PhD candidate in Conservation Studies from the Department of Architecture, Faculty of Built Environment, University of Malaya, Kuala Lumpur.

The purpose of this survey is to assess the views of the management personnel on how a heritage site conservation trust fund could be set up, introduced, collected and managed for the sustainable management of a heritage site. This survey questionnaire was designed based on the earlier survey held on 3rd January 2012 on the Stakeholders' Attitude on the Willingness-to-pay Value for the George Town World Heritage Site Conservation.

Your participation in this survey is much needed and, it is on a voluntary basis. You are kindly requested to complete the attached questionnaire survey and return it via email (fazahamid7472@yahoo.com) on or before 30th September 2012. The questionnaire consists of 8 pages (including cover page) and will take approximately 10 minutes to complete. I would like to assure you that **your responses will be treated with strict confidentiality and this is strictly for academic purposes only.**

I hope you will find the questionnaire interesting and thought-provoking. Thank you for your time and participation. If you have any queries regarding this survey, please feel free to contact:

Noor Fazamimah Mohd Ariffin (BHA 100008)
 Architecture Department, Faculty of Built Environment
 University of Malaya, 50603 Kuala Lumpur
 Contact no.: 012-3905569
 Email: fazahamid7472@yahoo.com

Yours faithfully,

.....
Associate Professor Dr. Yahaya Ahmad
 1st Supervisor
 Faculty of Built Environment
 University of Malaya

.....
Associate Professor Dr. Anuar Alias
 Supervisor 2
 Faculty of Built Environment
 University of Malaya



ASSESSING THE WILLINGNESS-TO-PAY VALUE AND ITS MANAGEMENT FOR THE GEORGE TOWN WORLD HERITAGE SITE, PENANG

This survey is anonymous and confidential. No person or company will be identified or identifiable in any report arising from it. Please answer the following questions based on your own experience and judgments by ticking/circling the appropriate box/number. There is no right or wrong answer.

PART A: GENERAL OPINIONS

A1. To start the question, suppose that the Malaysian Government is going to invest money to help with one of the problems listed below. Which of these problems do you consider to be **the most important** one to solve in the George Town Conservation Zone? And which of the problems do you consider **the second most important** to solve? Please circle one answer for **the most important** and another for **second most important**

Problems	Most Important	Second Most Important
Managing the use of land and buildings	1	1
Protecting the built cultural heritage	2	2
Protecting vistas, enclaves and streetscape	3	3
Enhancing public realm	4	4
Managing circulation and access	5	5
Improving urban infrastructure	6	6
Other, please specify:	7	7

A2. What problem concerning the heritage conservation are you most worried about? Please circle one answer for **the most important** and another for **second most important**

Problems	Most Important	Second Most Important
Inappropriate management process	1	1
Migration and demographic trends	2	2
Lack of funding resources	3	3
Excessive tourism and development pressure	4	4
Lack of public awareness and support	5	5
Environmental and building degradation	6	6
Other, please specify:	7	7

A3.	In the context of the heritage site conservation, do you agree that we have a duty to protect the cultural heritage from development regardless of the cost?		Yes
			No
A4.	Do you think that George Town as a World Heritage Site has sufficient funding support for its heritage site conservation and management?		Yes
			No
A5.	Is there any scheme or project introduced by the managing bodies in generating income for the George Town World Heritage Site conservation and its management?		Yes
			No
A6.	If YES, Please state ONE of the most successful schemes/projects introduced for the George Town World Heritage Site conservation.		
A7.	Refer to Question A6; Do you think that this scheme/project introduced for the George Town World Heritage Site conservation is sustainable?		Yes
			No
A8.	Refer to Question A6; Do you agree that community participation in this scheme/project for the George Town World Heritage Site conservation and management is important for the sustainable heritage site conservation?		Yes
			No

B1. Please indicate your preferences on the proposed funding for the management and protection of the George Town cultural heritage.

355

**PART C:
WILLINGNESS-TO-PAY**

The following questions were designed based on the responses of the stakeholders (local community and tourist) on their willingness-to-pay for the George Town WHS conservation held in January 2012. They presented their sound position towards the George Town WHS conservation management by expressing a high level of support for their willingness-to-pay for the George Town WHS conservation.

C1	Based on the survey, the households were willing to pay RM57.46 per year for the George Town Heritage Conservation Fund. Do you think that the amount is fair for households as a contribution for the George Town heritage site conservation?	<input type="checkbox"/>	Yes
		<input type="checkbox"/>	No
C2	If "NO", why do you think that the amount is not fair and how many should the households spend for the George Town heritage site conservation?	RM.....	
C3	Based on the survey, the tourists were willingly to pay RM42.54 per visit as a conservation zone entry ticket/ heritage building admission fee. Do you agree in principle that the whole amount of RM42.54 from the tourists should be deposited into the George Town Heritage Conservation Fund?	<input type="checkbox"/>	Yes
		<input type="checkbox"/>	No
C4	If "NO", please state your reason(s):		

**PART D:
METHODS OF COLLECTION**

The method of collection plays an important role in the credibility and trustworthiness of the George Town Heritage Conservation Fund, and in the willingness of the stakeholders to pay.

D1. Please state your opinion on the most preferred methods of collection for households to contribute for the George Town Heritage Conservation Fund.

1.	Please tick ONE of the best methods of collection to be implemented for a household to contribute for the George Town Heritage Conservation Fund?	<input type="checkbox"/>	Added to income tax
		<input type="checkbox"/>	Added to state quit rent
		<input type="checkbox"/>	Added to assessment fee
		<input type="checkbox"/>	Added to the water or electricity bill
		<input type="checkbox"/>	Deducted from a bank account
		<input type="checkbox"/>	Annually collected by the management of the George Town Heritage Conservation Fund
		<input type="checkbox"/>	Others, please specify:
2.	Please state your reason(s), why you prefer the above method:		

D2. Please state your opinion on the most preferred method of payment from tourists for the George Town Heritage Conservation Fund.

1.	Which of the method is THE BEST implemented mechanism for George Town?		Conservation Zone Entry Ticket
			Heritage Building Admission Fee
			Airport tax
			Hotel service tax
			Others, please specify:
2.	Please state your reason why you prefer the above method :		

**PART E:
MANAGEMENT OF THE GEORGE TOWN HERITAGE CONSERVATION FUND**

Research Question: How will the George Town Heritage Conservation Fund be used? How will the fund reach the grass-root level? How to ensure that the long-term benefits will reach to the grass-root level? How to ensure that the fund be equally benefitted for the local stakeholders?

E1. For this study, there are two sources of funding proposed for the George Town Heritage Conservation Fund (1. Local community; and 2. Tourist). In terms of the management of this George Town Heritage Conservation Fund:

1.	Do you think that the funds received from the local stakeholders' contribution and the tourists should be placed in split or joint account?		Split account
			Joint account
2.	Please state your reason for the above answer.		
3	What are the rewards for the tourist for their contribution? You can choose MORE THAN ONE answers.		Receive free information about the George Town WHS both in soft and hard copy
			Free entry to selected government-owned heritage buildings and museums only
			Free entry to selected privately-owned and collectively owned heritage buildings
			Free transportation (special buses) around the conservation zone
			Free tour guide in selected areas around the conservation zone
			Free souvenir of local product
			Others, please specify:
4	Which agencies ought to share/benefit from the tourist fund collection? You can choose MORE THAN ONE answers.		Penang Global Tourism
			George Town World Heritage Office Incorporated
			State government (MPPP, UPEN)
			Local organizations
			Federal government
			Others, please specify:

For questions E2 to E3 (1-7), you can choose **MORE THAN ONE** answer.

E2	How can the local stakeholders benefit equally from the shared George Town Heritage Conservation Fund?		Long-term funding to the local stakeholders for the cultural heritage conservation Finance heritage programmes proposed by local stakeholders Finance community development programmes proposed by local stakeholders Finance infrastructure works and social welfare of the traditional villages Finance infrastructure serving the tourism needs Pay back to participating heritage sites Conservation and preservation - Assistance for restoring private and collectively owned heritage buildings Others, please specify:
E3	How to ensure that the long-term benefits from the George Town Heritage Conservation Fund will reach the grass-root level? (Sustainable Management)	1 2 3 4 5 6 7 8	Partnership and collaboration - Collaboration between stakeholders in terms of marketing the WHS together or managing the tourism flow which could have an impact on the local community benefitting and promoting intra-generational equity Authenticity and conservation - Preservation and conservation emphasis promoting the objective authenticity of tangible and intangible heritage Local community involvement Creating mindful visitors Strategic planning in marketing the WHS with a long-term focus to promote inter-generational equity Interpretation - Ongoing research on how best to sell a sustainable heritage product and promote responsible visitors' behaviour Economic viability Others, please specify:
E3 (1)	Partnership and Collaboration: Please choose which of the proposals can be implemented for George Town.		Building the capacity of the site management to deal with tourism Training local community members in tourism related activities so that they can participate and receive tourism benefits Helping to market these cultural products through their promotion at the local, regional, national and international levels Raising public awareness and building pride in the WHS with the local community and visitors through a conservation education campaign Using tourism generated funds to supplement unmet conservation and protection cost at the sites Spreading the lessons learnt to other sites and other protected areas in Malaysia Building an increased awareness of world heritage and its activities as well as policies in the tourism industry and especially to client of the industry Others, please specify:

E3 (2)	Authenticity and Conservation: Please choose which of the proposals can be implemented for George Town.		Protecting the WHS and its setting, including any buffer zone, from inappropriate development
			Striking a balance between the needs of conservation, biodiversity, access, the interest of the local community and the sustainable economic use of the WHS in its setting
			Protecting the WHS where appropriate and possible through positive management
			Protecting the WHS from climate change but ensuring that mitigation is not at the expense of authenticity or integrity
			Others, please specify:

E3 (3)	Local Community Involvement: Please choose which of the proposals can be implemented for George Town.		Solicit individuals, especially those directly impacted by the revitalization project such as minority and low-income communities
			Establish educational programmes or a repository to access data, or both, so that groups or individuals can obtain timely, accurate information that enables them to have a meaningful influence in decision making
			Encourage stakeholders to define a purpose for their participation or be part of the revitalization of their community
			Define the decision-making process early, so that potential stakeholders can decide to participate and to what degree
			Customize materials to ensure cultural sensitivity
			Make sure that every member of the revitalization team understands the project
			Provide a facilitator who is sensitive and trained in dealing with cross-cultural exchanges at all formal and informal public meetings
			Provide timely and frequent (min of 2) announcements of public meetings through local media/flyers and also by identifying the sources where interested community members can get more information
			Develop sponsoring and co-planning relationship with community groups, ensuring them shared roles in developing agendas, setting of goals, and providing leadership and outreach
			Plan meetings that are accessible and accommodating
			Have public interaction often and regularly throughout the revitalization process. Be accessible to the community outside of public meetings, and assign a point of contact for the programmes
			Others, please specify:

E3 (4)	Creating mindful tourists: Please choose which of the proposals can be implemented for George Town.		Inclusion of variety and innovation (e.g. appealing to different senses, providing different social experiences, using multiple physical settings and media)
			Tourist control and helping them find their way around (e.g. simple paths, a comprehensive orientation system using signs and maps)
			Connecting with the tourists (e.g. engage them, allow them with some degree of control by offering choices, encouraging participation)
			Knowing the tourists (e.g. conduct research and understand their characteristic, perceptions, behaviour)
			Others, please specify:

**PART F:
RESPONDENT'S BACKGROUND**

1.	Company Name and Address			
2.	Organization	<input type="checkbox"/> Official conservation committee	<input type="checkbox"/> Private society	<input type="checkbox"/> Charitable Trust
3.	Designation	<input type="checkbox"/> Conservation officer	<input type="checkbox"/> Tourism officer	<input type="checkbox"/> NGO activist
		<input type="checkbox"/> Academician	<input type="checkbox"/> Others, please specify
3.	Experience involved in cultural heritage conservation/related activities	<input type="checkbox"/> < 2 yrs	<input type="checkbox"/> 2-5 yrs	<input type="checkbox"/> 6-10 yrs
		<input type="checkbox"/> ➤ 10 yrs		

**END OF INTERVIEW
THANK YOU FOR YOUR COOPERATION IN THIS RESEARCH**

LIST OF PUBLICATION AND PAPERS PRESENTED

1. Noor Fazamimah, M. A., Yahaya, A., & Anuar, A., (2013). Tourist Attitude towards Willingness-to-pay Value of Cultural Heritage for George Town, Penang World Heritage Site Conservation. *International Conference on Tourism and Culture in Asia*, Department of Tourism, Regional Centre for Social Science and Sustainable Development and Chiang Mai University. 17th – 18th November 2013 at Imperial Mae Ping Hotel, Chiang Mai, Thailand.
2. Noor Fazamimah, M. A., Yahaya, A., & Anuar, A., (2013). Attitude between Stakeholders on the Willingness-to-pay for George Town World Heritage Site Conservation. Malaysia – Japan PhD Conservation Research Colloquium 2013: *University of Malaya, Waseda University and Kyoto University*, 20th – 28th October 2013 at Kyoto University, Japan.
3. N. F. Mohd Ariffin, Y. Ahmad, A. Alias, "Importance of Preserving the Non-Use Value of the Cultural Heritage: Case Study of George Town, Penang World Heritage Site", *Applied Mechanics and Materials*, Vol 747, pp. 153-156, Mar. 2015.